35 Cents

30 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 20, 1961

L&M drops ABC's 'Untouchables'; withdraws $18 million billing from network 27

Product protection crumbles more as NBC-TV narrows separation more 30

West coast research shows public still likes the advertising it sees and hears 34

Peter Pan bras, latest advertiser to buy its own network for one-time special 48

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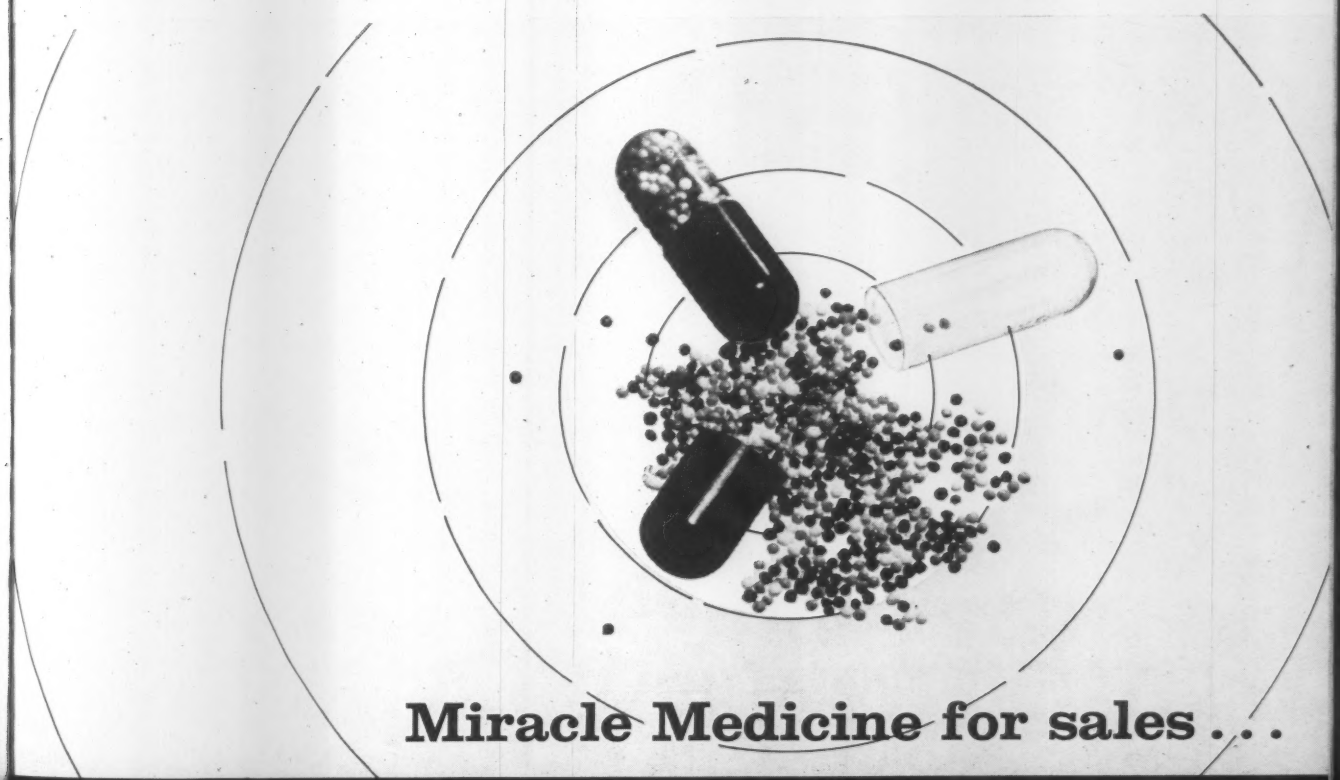

Miracle Medicine for sales . . .

DRUG STORE MERCHANDISING THAT WORKS ON AND ON

Now the hundred-odd member-stores of the Richmond Pharmaceutical Association give featured display and extra sales push to products advertised on WXEX-TV!

Buy WXEX-TV — first in Richmond and Central Virginia with the biggest adult audience, and first in merchandising with CCA, food chains, drug chains . . . and now a hundred-odd independent druggists. Buy WXEX-TV and sell!

BC-TV Basic. Tom Tinsley, President. Irvin Abeloff Vice President. NATIONAL REPRESENTATIVES: Select tation Representatives in New York, Baltimore, Washington and Philadelphia; Adam Young in Boston, Detroit hicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh, nd Seattle; James S. Ayers in the South and Southwest

-TV

RICHMOND, VIRGINIA

WTReffigies
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

RESEARCH DIRECTOR

(SEER O' KNOW)

 # 3 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf NB tv

316,000 watts NB network color CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS IN BALTIMORE LISTEN TO WCBM RADIO

This couple, with an eye to the future, is going through the big purchasing years of buying and furnishing a home, raising, feeding and clothing a family.

They must make daily decisions about their purchases. They must be influenced as to what, where and how much to buy!

You can talk to this mature couple—and thousands more like them—on the station that programs for an adult-level audience . . . the station that reaches people with the urge to buy and the money to buy . . . WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 680 KC & 106.5 FM

Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

You can't Miss!

. . . in the Dallas - Ft. Worth market with Channel 4

KRLD-TV, as usual, has the Number One batting average in the great Dallas - Ft. Worth market.

According to the January-February ARB Market Report, Channel 4's average homes reached per quarter-hour from 9 a.m. to Midnight, Sunday through Saturday is **24.8%** greater than Station B, **31.6%** greater than Station C and **238.4%** greater than Station D.

Reach The Dallas - Ft. Worth Market EFFECTIVELY With Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas - Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Prime program prices

Now that buying in network programming for next season is well along, it's possible to arrive at what could be considered as "average" price being paid for film programs set for prime-time showing. Reliable agency sources report they are paying $50-53,000 net per new half-hour show, or $57.5-60,000 in terms of gross. Hour shows are coming in at about $90,000 net ($110-120,000 gross). These prices represent general increase of 10 percent over current season.

Prize for music contest

Broadcast Music Inc. has offered to put up $5,000 prize for international music competition suggested recently by Pierre Salinger, White House news secretary, and endorsed by his boss, President Kennedy. If more support can be raised, competition will be organized, and finalists will appear at special concert in White House. There's broadcast angle too: White House concert would be offered to live television and radio.

Rigged crime crusade?

Senate Juvenile Delinquency Subcommittee, which plans further hearings on effect of mass media on behavior of youth, is working diligently on project that would reflect unfavorably on both motion pictures and television. Study is being made of purported specific instances of crime and violence as related to motion picture and television programs. Example: Stabbing scene on air one day and a stabbing crime committed by juvenile within 24-hours.

Some 20 cases are being worked up, based on newspaper reports and police records. Presumably these will break next fall and there will be testimony of psychologists and juvenile authorities to back up thesis. Subcommittee Chairman Thomas J. Dodd (D-Conn.) has stated hearings will be held later as to relationship of "mass media" to juvenile delinquency (BROADCASTING, *March 13*).

Cuban channel jump

Castro's Cuba, which 'til now has honored North American treaty governing broadcast allocations to avoid interference, is in process of installing super-power (100,000 w) transmitter on Isle of Pines, with possibility that it will cause ruinous interference in this hemisphere. While precise frequency hasn't been disclosed, it's learned authoritatively that 100 kw unit has been built in Soviet satellite Czechoslovakia for Castro government for obvious purpose of spreading pro-Communist propaganda in Latin America on standard band.

Operation would violate NARBA treaty and conceivably could erupt into channel jumping, precipitating spectrum war. It's known that Castro government, which already has commandeered all privately owned tv and radio operations in Cuba, has reacted violently to operations of standard station from U. S. privately-owned Swan Island, south of Florida, which has espoused anti-Castro movement.

Interest in documentaries

Film documentaries are turning into this year's "sleepers" as substantial advertisers give serious attention to screenings and even pre-production options. Roll of dickerers with one producer alone includes Procter & Gamble, Tidewater Oil, Schaefer Beer and others, including unidentified national agency clients. Negotiations are for tv specials both on network and in spot.

SEC views payola

Speculation developed last week whether SEC order stopping Roulette Record stock offering because of pending FTC payola action would affect public issues of broadcast companies in cases where FCC is holding up license renewal for same reason (story page 67). Criterion employed by SEC is extent to which government proceedings will "materially affect" overall operation of company. So long as there is no indication FCC will actually revoke licenses on this ground and broadcasting company fully discloses any FCC warnings or sanctions, SEC will probably not turn down stock offerings.

Space co-ops

Legal rather than technical obstacles confronting development of space communications have been given first priority by FCC Chairman Newton Minow. Waiver of antitrust laws to enable leading research and operating entities to share ownership of satellites for international communication (including television relays) is being sought by FCC and contacts already have been made both at White House and Dept. of Justice. Rather than have AT&T or RCA deal directly with other governments (such as monolithic USSR) it's felt U. S. itself should negotiate arrangements acting in behalf of common carriers.

In charge of allocations planning is FCC Commissioner T. A. M. Craven, one of world's foremost authorities who was chairman of American Delegation to International Telecommunications Conference in Geneva in 1959 which laid groundwork for space allocations. Mr. Minow personally has taken over legal aspects. There's precedent for co-op common carrier communications enterprises. Years ago Aeronautical Radio was formed by airline carriers and, at about same time, Press Wireless was established by press associations and leading newspapers. But then anti-trust laws were not as stringently invoked.

NBC woos Italo-Americans

While ABC has troubles with Italo-Americans because of *The Untouchables* (see story page 27), NBC is reportedly seeking their commendation for its *Salute to Italy*, week of special programming over WNBC-TV New York that ended yesterday (Sunday). Programming observed worldwide centennial celebration of Italy's unification.

Rep. Santangelo (D-N.Y.), president of New York state group warring against *Untouchables*, has received request for endorsement of program dealing with Italo-Americans' contribution to society. Although happy about program, he is holding off on letter until he checks out *Cain's 100*, scheduled to start on NBC-TV in fall. He understands it may be another *Untouchables*.

Minow-Collins Entente

Plan of NAB President LeRoy Collins for two prime hours of "blue ribbon" programming per week by each of three networks on non-conflicting basis doesn't go far enough for FCC Chairman Newton N. Minow. He has stated informally that he feels that there should be much more time devoted to high-level cultural programming and he intends to extend his efforts in that direction.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

Another thinly disguised WJR success story

Response to a commercial has never been higher

A new "high" in response to a WJR commercial has been established! It happened just recently in a private plane some *5,000* feet over Michigan. A Grand Rapids businessman, listening to WJR while his pilot flew him home, heard a one-minute commercial explaining some of the advantages of expansion through a business loan. He was interested—*so* interested that he set up his portable typewriter, wrote a response *on the spot*, and mailed it upon landing! The deal that resulted from this mile-high response—not to mention five others from earth-bound businessmen—paid for the investment company's WJR schedule "many times over."

Proof again that advertising on WJR pays off with *immediate response*—because the *right* people hear it, *wherever* they happen to be. Why not get all the facts yourself? Give WJR or your Henry I. Christal rep a call today.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta · Boston · Chicago · Detroit · San Francisco

Everyone enjoys listening to WJR because WJR has something for everyone.

WEEK IN BRIEF

A boycott picks off L&M from 'Untouchables,' other ABC-TV shows, and network's down $18 million in fall billings. It's only latest of a rampant crop of power plays in network-advertiser jockeying over time periods. See . . .

POWER PLAYS HIT LINEUP 27

Wide separation of competing commercials, which advertisers like and broadcasters find burdensome, appears to be on the way out; and the trend received a push from an NBC move last week. See . . .

TV'S JERICHO WALLS TUMBLING 30

If there's an anti-advertising trend abroad in the land, the public apparently doesn't know about it, researcher Barlow tells ANA at annual west coast meeting. Delegates hold three days of activities. See . . .

PUBLIC STILL LIKES ADS 34

Networks could get nettled if many more advertisers decided to go it alone in their national promotion by buying their own shows, picking their own stations. Latest is Peter Pan bras with 'Valentino.' See . . .

PETER PAN IN SPOT SPECIAL 48

The head of Gardner Advertising, Charles Claggett, hints advertisers may find a way to get along without radio-tv if broadcasters don't do something about multiple rates, triple spots and ratings. See . . .

RADIO-TV'S DEADLY SINS 38

There's likely to be a loud locking of horns between the White House and the Hill if President Kennedy holds firm to his plan to require secret monthly reports from the FCC and other aegncies. See . . .

THE EYES OF JFK 70

The FCC indicates it will disqualify WCKT (TV) Miami as holder of ch. 7 and two other applicants for improper off-the-record activities before the 1956 grant and will grant to Sunbeam Tv, as examiner recommends. See . . .

CH. 7 TO SUNBEAM PLANNED 78

The FCC's Newton Minow makes official his choice of top lieutenants. Paglin, Geller, Ohlbaum, Cahill to general counsel's office; Meyers, Rosenbloom, North, Sheridan, Coe as Minow aides; Juntilla to Broadcast Bureau. See . . .

CHIEF MINOW'S INDIANS 72

The Broadcast Bureau asks that KRLA Pasadena-Los Angeles license be lifted from Donald Cooke in renewal hearing, charging he abdicated control of station to his brother, Jack, and doctored program logs. See . . .

BUREAU ASKS KRLA DENIAL 82

Scores of radio stations have their own disc jockey, and in each case it's Jim Ameche, who tailors tapes for each station from a stupendous record collection, using automation and a fool-proof system. See . . .

JIM AMECHE'S LOCAL APPROACH 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

OUR FIRST PEACOK.

Our first peacok was got by us in 1953. He worked hard for 2 years. But the onlyest color he did was Network. He needed help so we got us a local peacok. He did much <u>alive</u> color in 1955. Alive Opera. Alive Olympic Boxing. Alive Wrestling. We have got even MORE peacoks now. They work 40 hours a week with <u>NO</u> days off. One day they worked 17 hours and broke the record. We called that a broke record with 17 hours in one day! Petry will tell you more colorfull stories. This is a color advertisement for **KMTV-3 OMAHA**

A PEACOK.

Agencymen air views on term 'creativity'

Word "creativity" got rough treatment Friday from four advertising agency executives who discussed "How to Make Ads That Stand Out in the Crowd" at ANA's West Coast meeting (see story page 34). But they all agreed creative function is essential to good advertising.

Admitting hostility, Crofton Jones, senior vice president, Hixson and Jorgensen, L.A., said: "When I walk down the office corridor and see the sign on the door reading 'Creative Department' I sense there's a strong implication that the rest of us in the organization are a bunch of clods."

"Creativity" is "used, abused, and confused," in advertising jargon, William V. Batten, vice president and plans board chairman, Lennen and Newell, S.F., asserted. Creative advertising is narrowed to mean only ads based on gimmicks or ones that are 'way out," he noted, whereas it should be synonymous with "effective advertising, advertising that actually does the job of selling goods at a profit."

Creative advertising is "the result of more than just the typewriter, the T-square and the tv camera," according to Robert O. Bach, vice president and managing art director, N. W. Ayer, Philadelphia. "Faith in the function of advertising is essential," he said. "Cynicism and creativity are poor partners."

"Mass communication" is another overworked term in advertising these days, Courtenay J. Moon, vice president and creative director, Johnson and Lewis, S.F., commented. "But you can't have communication without communion, he said, "and you can't have real communion without a common bond. That bond is human experience. Let's keep it intact. Let's keep it human, keep it interesting, and make it a little provocative. You'll find the response most gratifying."

Michael York, corporate advertising manager, Beckman Instruments, was session chairman.

NBC-TV public service shows

NBC-TV plans to program two public information shows "back to back" in early Sunday evening periods next season. Correspondent Frank McGee, will be featured in series starting at 6 p.m., preceded at 5:30 by as yet unselected public information show. Also settled for Sunday: new General Mills cartoon show, *Bulwinkle*, at 6:30, followed at 7 by *National Velvet* (Rexall Drug's show). Word is final also on Wednesday or Friday choice for Dinah Shore. She will be featured in Friday, 10-11 spot with *Brinkley's Journal* now final for 10:30 Wednesday, precededby still open half-hour. *Dr. Kildaire* goes into Friday, 8:30 period.

20 markets already

MCA-TV reported last Friday (March 17) that within one week of offering four hour-long off-network tv programs for syndication, sales were completed in 20 markets. MCA-TV had presold programs in 13 markets (BROADCASTING, March 13), and latest stations to sign are WISN-TV Milwaukee, WCCO-TV Minneapolis, WCPO-TV Cincinnati, WOAI-TV San Antonio, KTSM-TV El Paso, WFBC-TV Greenville, S.C., and WNEM-TV Saginaw-Bay City, Mich. Programs are *Riverboat, Suspicion, Cimarron City* and *Overland Trail.*

FTC, Alcoa sign consent barring tv commercials

Federal Trade Commission today (March 20) is announcing consent order against Alcoa for its Super Strength Alcoa Wrap tv commercials. FTC also is jumping on "fastest-relief-of-pain" claims by five painkiller preparations.

Alcoa consent judgment prohibits company from using demonstrations purporting to show superiority of Alcoa Wrap when proof actually is not given, prohibits disparagement of competitive products by untruthful statements or deceptive or misleading methods.

FTC filed complaint against Alcoa last year, claiming fraud in tv commercials which compared two hams, one wrapped in Alcoa foil and other in "ordinary" foil. Ham in Alcoa Wrap remained fresh with foil untorn; the other was dried out and foil was torn after alleged same number of rewrappings (BROADCASTING, Jan. 11, 1960).

Alcoa judgment came week after FTC ordered Colgate-Palmolive to stop representing that Colgate toothpaste with Gardol, pushed heavily in tv commercials, offers complete protection against tooth decay (see page 75).

In blast against claims for fast, fast, fast pain relief by analgesics, advertised heavily on radio and tv, FTC cited following for alleged false advertising:

American Home Products Corp. (Anacin), Bristol-Myers Co. (Bufferin and Excedrin), Plough Inc. (St. Joseph's Aspirin), Sterling Drug Inc. (Bayer Aspirin and Bayer Aspirin for Children).

Italian group reports on 'Untouchables'

New efforts to make ABC-TV's *Untouchables* more palatable to Italian community were announced Friday by National Italian-American League to Combat Defamation.

After Thursday night conferences with ABC officials and President Desi Arnaz of Desilu Productions, which produces *Untouchables*, league said points agreed upon included assurance that *Untouchables* will no longer use fictional hoodlums with Italian names in future productions, that greater importance will be given to character of Italian detective Nick Rossi, and that future shows will feature Italian characters in roles that emphasize their contributions to American way of life.

Surrogate Judge Samuel S. DiFalco, national chairman of Italian-American League, and former New York Supreme Court Justice Ferdinand Pecora, of league's advisory board, attended meeting, along with Michael J. Foster, ABC press information vice president, and Alfred R. Schneider, also of ABC. Judges DiFalco and Pecora indicated that Rep. Santangelo, head of another Italian-American group, Federation of Italian-American Organizations, which has been active in efforts to improve Italian portrayals in *Untouchables*, played important part in correcting "problems," but Rep. Santangelo was not present at meeting and spokesman for him said he knew nothing about it (also see page 27). National Italian-American League calls itself most important Italian-American group in country but does not disclose membership figures.

Unions oppose WROC-TV sale

Two unions asked FCC Friday to deny application for sale of Transcontinent Television Corp's WROC-TV Rochester, N. Y. to Veteran's Broadcasting Co. Inc. (WVET-TV there) (BROADCASTING, Feb. 13). AFTRA and NABET said sale contract, which also involves WHEC-TV, contains clause in which companies "agree to dishonor" contract between WROC-TV and unions.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Dekker

William C. Dekker, formerly vp and director of media at McCann-Erickson, N. Y., joins Lambert & Feasley, that city, in same capacity. Mr. Dekker, who was with M-E for 17 years, previously served Ted Bates & Co., N. Y., as all-media supervisor from 1941-42. Before that, he was in national advertising sales for *New York Herald Tribune* from 1935-41, and media director at Procter & Gamble from 1933-35.

Ralstone R. Irvine, New York attorney and specialist in antitrust matters, named general counsel of All-Industry Television Station Music License Negotiating Committee. Mr. Irvine is senior partner in Donovan, Leisure, Newton & Irvine and at one time served as special assistant to former Attorney General William P. Rogers in antitrust law enforcement. Named associate counsel to the committee was **Joseph A. McDonald,** Washington attorney (Smith, Hennessy & McDonald) and formerly chief attorney for ABC and more recently for NBC. All-Industry committee was formed to negotiate license agreements with ASCAP for use of music on tv stations and networks. Hamilton Shea, WSVA-TV Harrisonburg, Va., is chairman.

Mr. Shelton

Edgar G. Shelton Jr., vp at ABC, Washington, announces resignation. Mr. Shelton, with ABC in various capacities since 1957, will form Shelton: National Affairs, pr and governmental relations agency, Washington, D. C. He joined ABC as assistant to vp in Washington office in 1957, was made assistant to president for national affairs and in 1960 was promoted to vp. Previously he was director of U. S. National Security Training Commission. In 1960, on leave of absence, he was consultant on special pr projects to Hon. Lyndon B. Johnson prior to national convention and during Presidential campaign.

Mr. Margulies

Robert Margulies, formerly production commercial supervisor on Brown & Williamson Tobacco Corp. account at Ted Bates & Co., promoted to newly-created post of vp in charge of commercial broadcast production for agency. Mr. Margulies joined Bates as commercial film producer in 1956 and was formerly tv producer with Young & Rubicam and producer-director with Screen Gems.

Walter A. Schwartz, who has been in charge of AM Radio Sales Inc.'s Detroit office since Westinghouse Broadcasting Co.'s radio rep firm opened in May 1959, appointed national radio sales manager for Westinghouse Broadcasting Co., New York, effective April 3. He replaces **Perry Bascom,** who becomes general manager of WBC's KYW Cleveland. In four years before joining AM Radio Sales, Mr. Schwartz was at WWJ Detroit, where he jumped from salesman to sales manager.

For other personnel changes of the week see FATES & FORTUNES

Post sets cutouts campaign

Post Division of General Foods Corp. early next month opens three-month saturation tv spot and network campaign which will offer children 400 million baseball trading cards. Ten Post cereals will have three to seven baseball trading card cutouts printed on back panel of each package. Post trading card commercials will be seen every week on *Andy Griffith, Angel, Bugs Bunny* and *Danny Thomas* shows and be supplemented with special spots on numerous children's shows. Agency: Benton & Bowles, N.Y.

Judge dismisses suit involving Moore, Crosby

New York State Supreme Court Justice Louis J. Capozzoli Friday (March 17) dismissed suit against AB-PT and General Motors brought by producer of CBS-TV's *Garry Moore Show* to prevent appearance of Carol Lawrence on GM-sponsored *Bing Crosby Show* tonight (March 20) on ABC-TV. CBS-TV was not litigant in case.

Under exclusivity terms of Miss Lawrence's agreement to appear six or seven times during season on *Garry Moore,* she was not permitted to appear on other tv shows 21 days before and seven days after *Garry Moore* appearance. Miss Lawrence had been signed to appear with Mr. Crosby when his show was originally scheduled for March 6, and she was released from March 7 engagement with Mr. Moore. But ABC re-scheduled *Bing Crosby Show* for March 20. Mr. Moore's Red Wing Productions Co. then filed suit to enjoin ABC-TV from presenting program on that date.

ABC officials Friday expressed satisfaction at suit's outcome and said dispute between parties merely involved clash of parallel contractual rights concerning one performer, not attack on validity of so-called exclusivity provisions generally covering services of performers.

Dichter, Sindlinger expound on recession

Two researchers, known for their different handling of broadcast research, at week's end were taking look at recession.

Ernest Dichter, president of Institute of Motivational Research, back from overseas trip, said U. S. is victim of Marxist philosophy that people are pawns of economic cycles. Contrarily, USSR has turned resignation into confidence with bold economic plans and faith that country will determine its own future.

Meanwhile, Sindlinger & Co., Norwood, Pa., offered 10 areas of optimism, most of them psychological. Sindlinger Economic Activity reports, based on 26,000 weekly interviews, say recession is "bottoming out," because, among other reasons, unemployment has declined from 5.86 million high Feb. 3 to 5.5 million March 10 and number employed increased from 63.6 million last week of January to 65 million last week. Public also has turned optimistic about local business, Sindlinger said.

Bartley to succeed Lee as defense commissioner

Commissioner Robert T. Bartley Friday (March 17) was named defense member of FCC, replacing Robert E. Lee. Mr. Lee becomes first alternate and Chairman Newton N. Minow second alternate. FCC defense commissioner directs FCC activities, including Conelrad, in national defense.

"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the background...one of the nation's adults, who receive and control 98% of the U.S. income. WBT, for over 20 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches more of the adult listeners... **WBT RADIO CHARLOTTE**. Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

memo to:
Arne Ramberg
As any Lansing listener survey for the past four years will tell you, WILS dominates the market.
• Here's one reason why the Lansing market is worth buying:
CONSUMER SPENDABLE INCOME
$7244 per household
home county
$584,315,000.00
total metro area
(source: SRDS Spot Radio, Feb. '61)
• Here's one reason why we dominate the Lansing market:
NEWS COVERAGE
• 72 news broadcasts per day
• One of key stations in 10-station news network
• On-the-scene broadcasts from major news events
• Studio in Lansing city hall
• Direct broadcasts from state capitol
• Weather broadcasts direct from bureau
• Daily editorials on the air
• Monitor hook-up with police and fire radio
• Mobile news cruiser
RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by
Venard, Rintoul and McConnell

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza. New York City.

*March 22-23—**Art Directors Club of New York,** visual communications conference. Commodore Hotel, New York.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop; Report writing for management reading. Lever House auditorium, New York. 4 p.m.

*March 30—**Academy of Television Arts & Sciences,** Los Angeles chapter, meeting. CBS Tv City, Los Angeles.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the **American Bar Assn.'s Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 2-7—**Inside Advertising Week.**

April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

*April 11-12—**Illinois Broadcasters Assn.,** spring meeting. St. Nicholas Hotel, Springfield.

*April 14 — **Mississippi UPI Broadcasters Assn.,** annual meeting. Buena Vista Hotel, Biloxi.

*April 14—**Veterans Hospital Radio & Television Guild,** anniversary ball. Essex House, New York.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.**

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 22—**Intercollegiate Broadcasting System,** national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

*April 28-29—**Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Com-**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

Call your WLW Stations' Repres... you'll be glad you did!
the dynamic WLW Stations . . .

WLW-A Television
WLW-I Television
WLW-D Television
WLW-C Television
WLW-T Television Cincinnati
WLW Radio

THERE IS NOTHING AVERAGE ABOU

All through 1960, advertisers reached 28 per cent more homes in the
average commercial minute on the CBS Radio Network than on the
second network...117 per cent more homes than on the third network
...120 per cent more homes than on the fourth. This year, with a new
and expanded program schedule—more news, more information and

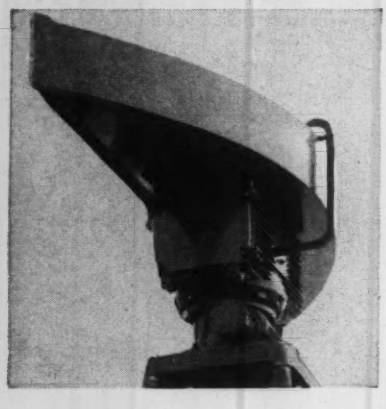
U THE AVERAGE COMMERCIAL MINUTE

the special features, more sports, plus the most popular personalities on the any network—the CBS Radio audience lead promises to climb higher vork and higher. So whether you co-sponsor one five-minute show or buy new a saturation campaign, there's nothing average about *your* average and commercial minute

ON THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX, SPONSOR CUMULATIVE AUDIENCE SECTION; 12 FOUR-WEEK REPORTS, DECEMBER 7, 1959—DECEMBER 4, 1960.

At WSAZ-TV the weather is now as predictable as the dominance!



The strange-looking object in the picture is a radar weather scanner. It's part of the most accurate weather forecasting apparatus in existence today, and is now in operation at WSAZ-TV. Add this innovation to its already long list of exclusive viewer services, and you know why WSAZ-TV will *continue* to be the overwhelmingly dominant station in this great 72-county market.

Yes, you can count on WSAZ-TV's leadership just as surely as you can count the two million people who earn $4,000,000,000 a year in this concentrated industrial area. Because you know that WSAZ-TV reaches more TV homes in the Huntington-Charleston dynamic circle than the other two stations in the market *combined* . . . a coverage unmatched by any other NBC affiliate in the nation in a 3-station market!

Look to WSAZ-TV to continue to be the easiest media choice anywhere . . . just as WSAZ-TV viewers continue to look to this station as the one outstanding source of top local programming, regional news and public service.

WSAZ-TV can now predict the weather (it's the only station in the market equipped with radar and employing a full-time meteorologist). *You* can *still* predict the smartest buy in television!

WSAZ-TV CHANNEL **3**

Huntington-Charleston, W. Va. **NBC**

C. Tom Garten, Vice President and General Manager
Represented by The Katz Agency

merce annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—Assn. of Canadian Advertisers. Royal York Hotel, Toronto, Ont., Canada.

*May 2-4—Electronic Components Conference. Jack Tarr Hotel, San Francisco.

May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—American Public Relations Assn. 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—American Tv Commercials Festival, Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

*May 4-7—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 5-7—National Assn. of FM Broadcasters, Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 11 — Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — Academy of Television Arts & Sciences, Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13—Illinois AP Radio-and-Television Assn. Northwestern U., Evanston.

May 13-14 — Illinois News Broadcasters, spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

May 20 — California AP Television-Radio Assn., Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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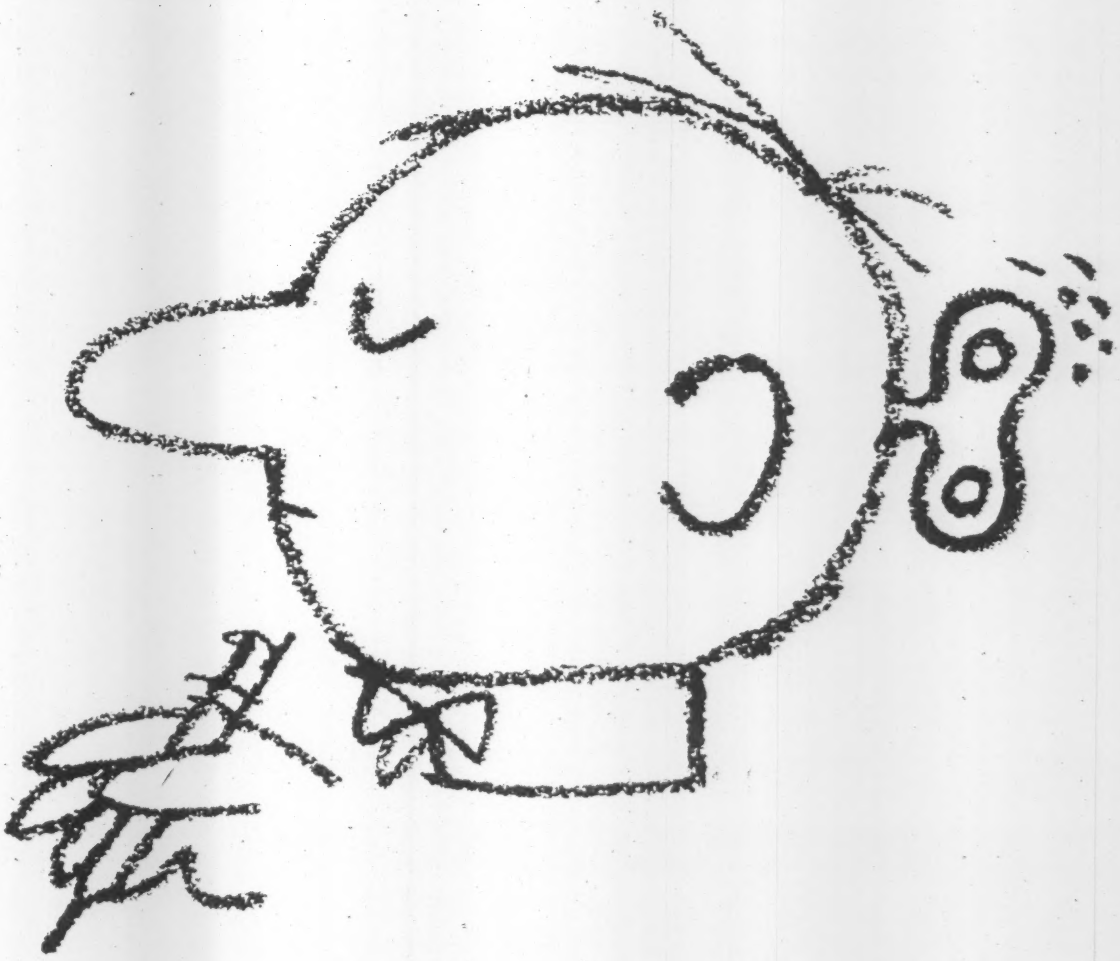
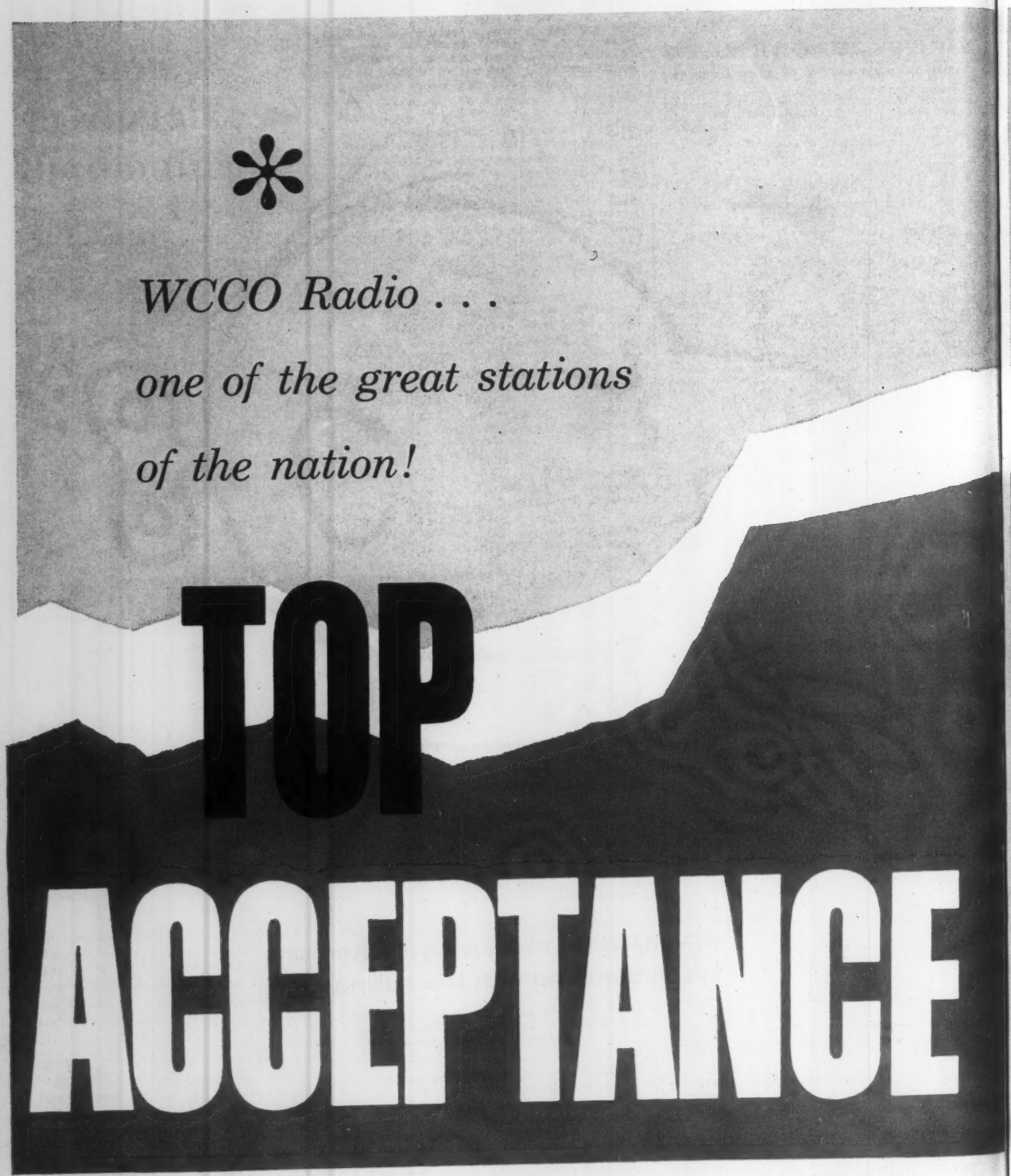


KEY MAN: The mainspring of advertising is still the mind with the selling idea.

YOUNG & RUBICAM, INC.,

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Toronto • Montreal • Mexico City • San Juan • Caracas • London • Frankfurt • Geneva


*
WCCO Radio . . .
one of the great stations
of the nation!
TOP
ACCEPTANCE

62.1%

SHARE OF AUDIENCE

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	**62.1%**
Station B	**10.1%**
Station C	**7.6%**
Station D	**5.4%**
Station E	**3.9%**
Five other stations	**10.9%**

SOURCE: Nielsen Station Index, Nov.-Dec., 1960, M-F 6 AM-Midnight, Sun. week.

Look at any major market. Chances are you won't find any station that attracts both the overwhelming share of audience and degree of audience acceptance that WCCO Radio does in the Minneapolis-St. Paul market.

Truly one of the great stations of the nation, WCCO Radio delivers far more listeners than all other Twin Cities stations combined! Its 62.1% share of audience is the greatest ever recorded since Nielsen began measuring the market.

Yet years of listening loyalty are a daily habit with 1,022,610 radio families in a 114-county Basic Service Area.

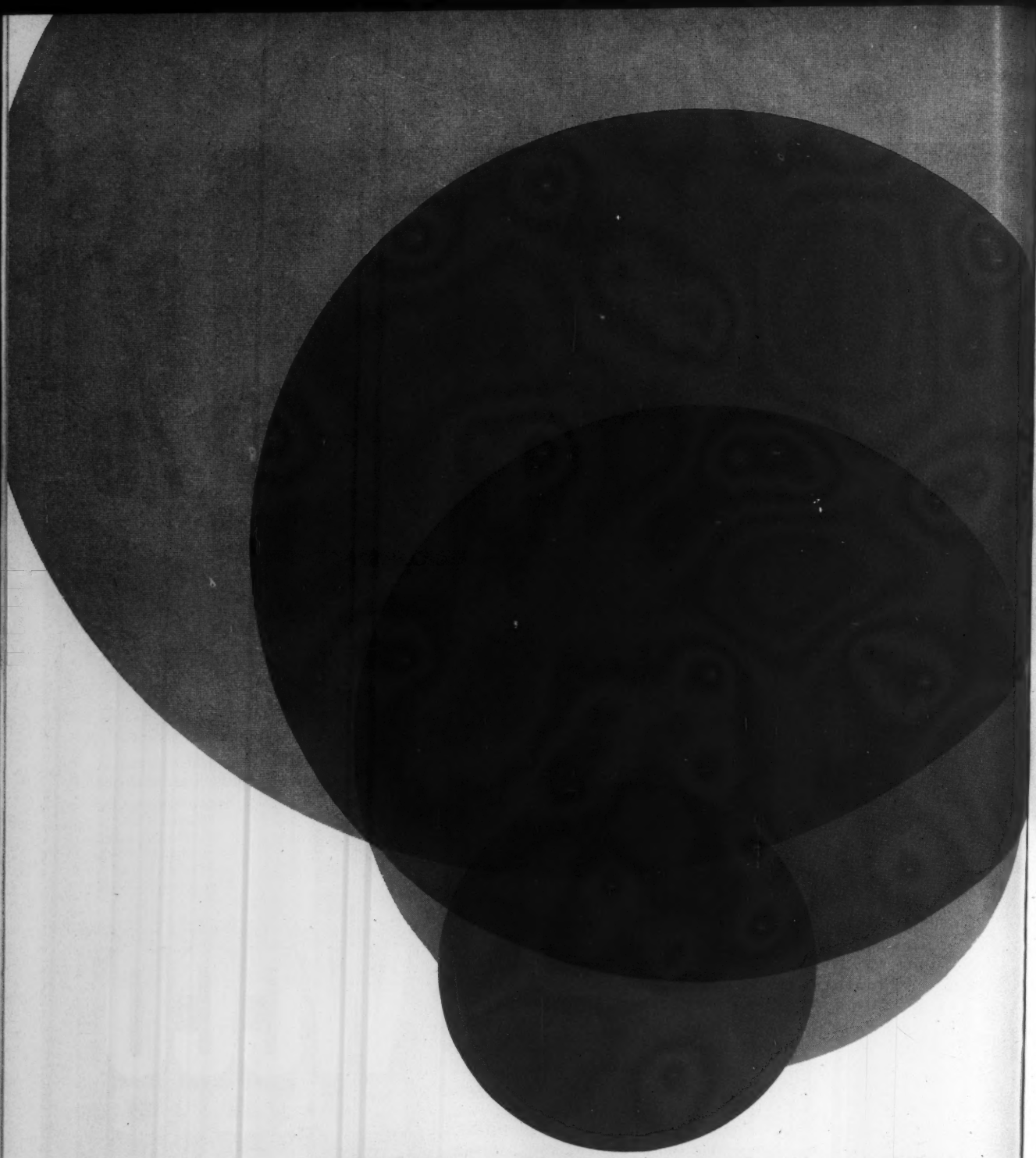
Add the welcome fact that WCCO Radio gives you the lowest cost per thousand—less than one-third the average of all other Minneapolis-St. Paul stations.

Chart your sales story to top acceptance with WCCO Radio.

WCCO RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt I-A Clear Channel Station

Represented by **CBS RADIO SPOT SALES**



population explosion in suburban connecticut!

You've got to sell 'em in the city, and in the suburbs, too! 1960 figures are out — showing that Connecticut's mushrooming population is moving out of the cities, into the suburbs, where WELI's full-throated 5000 watts comes in loud, clear, and welcome! It's powered for all New Haven County; and more — you get all of Middlesex County; most of Fairfield and Hartford Counties; and all of Suffolk County, Long Island, too! Try BIG Buy WELI—now bigger than ever!

***WELI** / 960 / 5000 watts / The Sound of New Haven*

National: H-R Representatives *Boston: Eckels & Company*

MONDAY MEMO from JULES BUNDGUS, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y.

Needed in tv: a pulp and public service package plan

Because of the rising costs of television and because many of the slide rule boys primarily seek circulation and frequency, network television for the most part has adopted a magazine concept. Just consider the number of alternate sponsorships, the participating sponsorships and the chain break formulas.

The former continuing sponsor ownership of a program focused the attention of advertisers on viewer loyalty and identification which the advertiser hoped could be merchandised to the hilt. This philosophy presumed that some of the loyalty would somehow rub off at the point of sale; ergo, the consumer would buy the product out of gratitude, belief in endorsement claims, or pride in program content. And every advertiser buying this kind of show was hopeful that he would have an outstanding rating success. A natural outgrowth of this attitude has been an inordinate emphasis on ratings.

Little by little this concept has been compromised because of the costs of sole ownership of a show, and also because of the reach and frequency obtained by programming commercials accross the board on high-rated shows. To a very large extent the networks have usurped programming decisions. An advertiser climbs aboard a program with enthusiasm proportionate to the size of audience he hopes the show will reach. On this basis there have been some notable flops. The net result has been more program cancellations, more replacements and more dissatisfied television advertisers.

Shortsighted ▪ Oddly enough, the networks are to be blamed for their own shortsightedness. As a potential buyer of television programs, I have sometimes been courted by three or four salesmen from the same network: one selling daytime television; one selling nighttime, and on a number of occasions, special salesmen who deal only with special events and sports programs. Instead of selling a plan, they sell a show.

Under the new trend it seems to me that networks sometimes look at each tree instead of the forest. For they now have the means to offer advertisers what they had been seeking some years ago: identification with a show and with its concomitant stature, a sense of proprietary interest in the show's ownership and all the values sought for in the sole program identifications of the past.

Last year we entered a new phase in the television business. Under pressure from the government and desiring to mollify federal agencies who examined not only our teeth but also our tonsils, networks invested rather heavily in so-called public service programs.

Many were difficult to sell to advertisers looking for circulation and reach, and each successive time the network salesman called on an agency the price had decreased.

Room for Both ▪ Public service shows should be sold in a package combining high frequency mass audience programming, which gets high ratings, with proprietary sponsorship of public service shows. This should not be a matter of compromise at the eleventh hour for purposes of getting a sponsor, but planned programming and planned selling of programming. The advertiser can use the public service show's stature and prestige to sell his name and reputation, even his research and public service responsibilities, and he can use the mass circulation minutes in a high-rated show to sell his product and its merits.

I am not naive enough to think that the picture of a manufacturer's plant has ever sold his product; nevertheless, we are reaching the point in television programming where the large national advertisers should share the cost of public service programming along with the networks, provided that they accept and adopt principles of selling their goods, name, reputation and services.

This type of selling in a public service show, plus the hard sell of the actual packaged product and its virtues, is a double-barreled blast that can emphasize a convincing story of taste appeal and product superiority.

Balanced Diet ▪ An attractive enough package—combining advertising dollars in mass entertainment programs, added to the stature and appeal of sole ownership of one or several public service programs—would give an advertiser a balanced programming diet to feed the viewing public.

Of course, both the advertisers and the viewing public need pulp television, even if that seems a derogatory way of referring to many of the mass audience shows.

But television also needs and has the kind of shows that appeal to the qualitative buying public, attentive to every nuance of commercial sell, provided the latter has the type of adult creativity, plus showmanship in its selling virtues, that appeals to an adult purchasing market. More and more, public service shows present this type of attraction to the adult market and we can even see it in the increased ratings of many of these programs.

Each network has the same balance of entertainment that is contained in a wide spectrum of magazines. They should sell their programming, particularly to large advertisers, to cover this variety of buying public instead of pinpointing their sales efforts on a show *per se*, or a daytime plan of quizzes and soap operas.

This may seem like a radical approach to selling network television; on the contrary, it's the obvious one when you examine your total market requirements and the total programming structure offered by television today. It will do a great deal to take the onus off criticism leveled at a sponsor's sole purchase of murder, mayhem and mediocrity, and provide the advertiser with an image which characterizes him as not only a seller of products or services, but also as a company interested in qualitative programming and public service that nonetheless can sell products to a qualitative market.

Jules Bundgus, Kastor, Hilton vp-radio-tv director, joined Benton & Bowles, L.A. in 1938, as assistant producer, and started "Second Mrs. Burton" and "Maxwell House Coffee Time." After a period as advertiser consultant, he joined Sherman & Marquette (later Byron Houston), N. Y., in 1950 as supervisor on "Colgate Comedy Hour," later managing radio for BH. He went to Lennen & Newell in 1958 and joined Kastor, Hilton in 1959.

A R B
CONF
IRMS
IT!

KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.* KELO-LAND TV 76.1. Others 23.9.

*ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO

Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

OPEN MIKE ®

Accurate reporting

EDITOR: . . . I certainly appreciate your accurate reporting of the objectives of our campaign, "The Sound of Advertising" [FANFARE, March 6]. . . . I was delighted, too, to receive several requests from radio stations who were anxious to assist in this program to create a better public image of advertising. . . . —*Marvin S. Cantz, Tilden & Cantz, Los Angeles.*

MBS champion

EDITOR: Read how KTOK Oklahoma City has become a "former MBS station" [THE MEDIA, Feb. 13]. Actually KTOK is one of Mutual's finest champions and is an affiliate of which we're justifiably proud. The sum total of its ABC tie-in is one hour daily of *Breakfast Club*. . . . KTOK does carry and plans to continue carrying as many as possible of our network-fed newscasts. In addition, it airs *The World Today* each week night and many others of our specialty shows in the public service theme.—*Harold Gold, Director of Public Relations, Mutual Broadcasting System, New York.*

Omitted

EDITOR: . . . Story (PROGRAMMING, March 6) dealing with the Freedoms Foundation Awards omitted . . . calling attention to the fact that WIBG was a Freedoms Foundation winner.

WIBG won its award in the general category, removed from the radio and tv category, because of the exceptional efforts of the station and its staff in various programs and contests, from a series on American History to a voter registration campaign.—*Roy Schwartz, Operations Manager, WIBG Philadelphia.*

Some points overlooked

EDITOR: I feel that some points pertinent to the stereo question were overlooked in the article (quoting Prose Walker) stating that the best stereo system is Zenith or GE [EQUIPMENT & ENGINEERING, Feb. 27].

The statement that Multiplex Corp. and Calbest are still in the developmental stages is extremely inaccurate. The Multiplex equipment used at the recent NSRC tests at KDKA Pittsburgh for these systems is identical to equipment installed in many fm stations, including WNCN (FM) New York. . . .

It seems to us that a stereo system should be authorized which will permit the best monaural quality for those not yet converted, require a minimum of expense to the present SCA (subsidiary communications) operator, and use equipment and standards presently in use and proven by numerous fm stations and covered within the framework of the present FCC rules.—*David Passell Chief Engineer, WNCN (FM) New York.*

Door opener

EDITOR: . . . The extensive article concerning our new organization was very gratifying [BROADCAST ADVERTISING, March 13]. I feel confident that the manner in which our introduction was handled will open the door to a successful venture. . . . —*Len Levy, Vice President, Modern Sound Inc., N. Y.*

Submarinery

EDITOR: We were really at sea concerning the picture that appeared (FANFARE, Feb. 27). As producers and distributors of the action-adventure series, *Assignment: Underwater*, we were delighted with BROADCASTING's perspicacity. Although we concede that being underwater can be interpreted as being undercover, we would like to call to your attention that the correct title of the NTA series—now in 70 markets—is *Assignment: Underwater*, not *Assignment: Undercover*. . . . —*Martin Roberts, Director of Advertising, Promotion & Publicity, National Telefilm Assoc., Beverly Hills, Calif.*

[The writer of the picture underlines looked at the girl in the bathing suit, and it being February, he thought she looked cold and that perhaps she wouldn't be so cold if she was under some, well, uh—cover.]

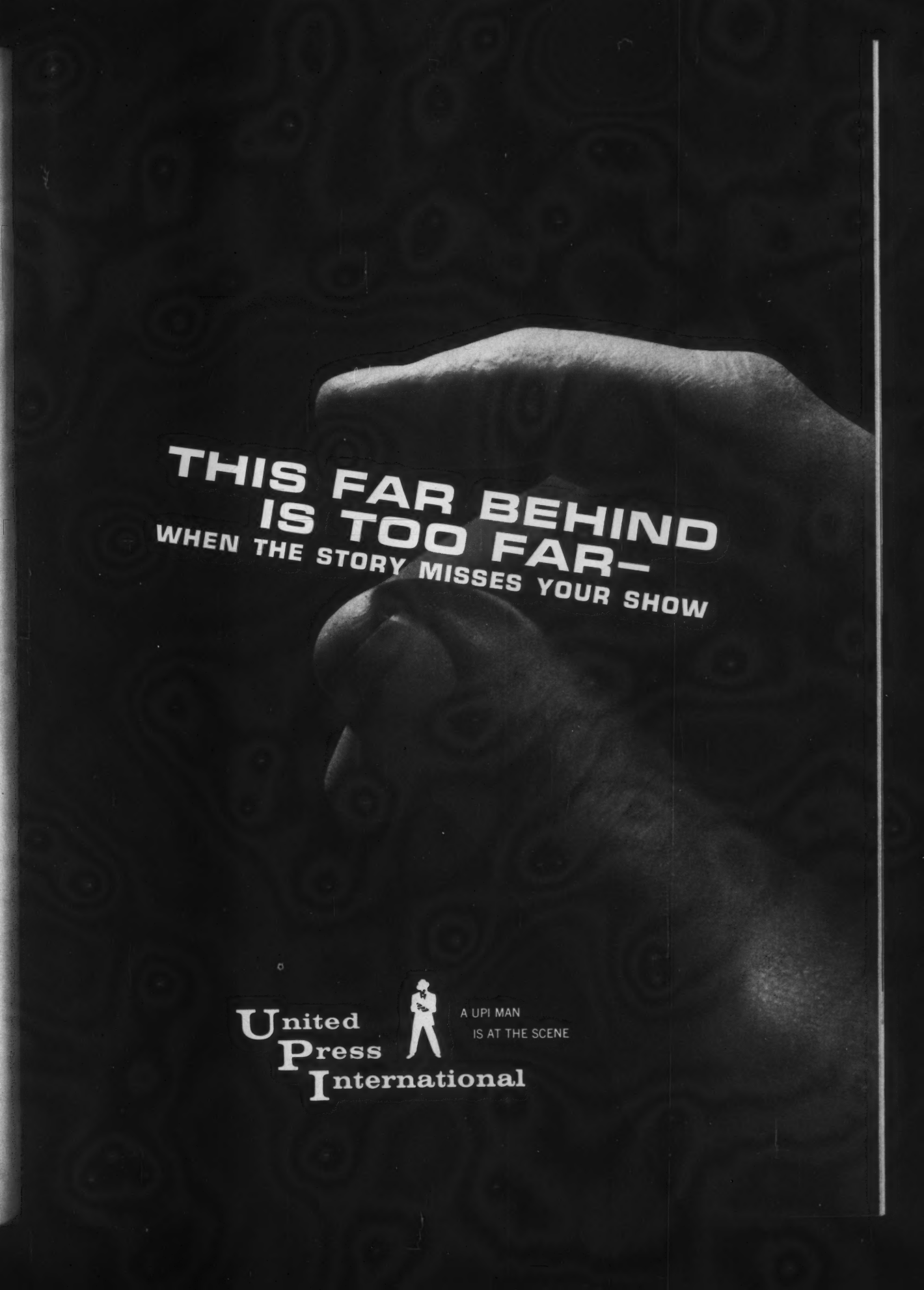
Conley takes contest

EDITOR: I thought you might be interested to know that J. B. (Steve) Conley, retired former general manager of Westinghouse Broadcasting Co. now living in Pebble Beach, Calif., won the Seniors Tournament hole-in-one contest at the Monterey Peninsula Country Club on Feb. 7. Steve put his iron shot within 10 inches of the pin on the 158-yard seventh hole.—*Ralph H. Heppe, Editor,* MPCC News, *Monterey Peninsula Country Club, Pebble Beach, Calif.*

The fm story

EDITOR: Please accept my congratulations on the most excellent fm article ("A dramatic spurt in fm development," PERSPECTIVE '61, Feb. 20). . . . It was inclusive, authentic and articulate in its championship of the important role fm is destined to play in the future of broadcasting.

We would like at least 500 reprints. . . . —*J. B. Kiefer, President, KMLA (FM) Los Angeles.*


THIS FAR BEHIND
IS TOO FAR—
WHEN THE STORY MISSES YOUR SHOW
United
Press
International
A UPI MAN
IS AT THE SCENE

Why sun yourself only at the water's edge?

. . . when **WJXT** television in Jacksonville puts you in the swim of booming business in the *entire* Northeast Florida—South Georgia region. An effective advertising effort requires the coverage *only* WJXT offers: 65 vs. 39 counties in the market as a whole! With 20 of the top 25 rated programs and thundering leads in homes delivered according to Nielsen, WJXT *consistently* delivers *more* viewers, more coverage, *more* opportunities to dip into a prime market!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

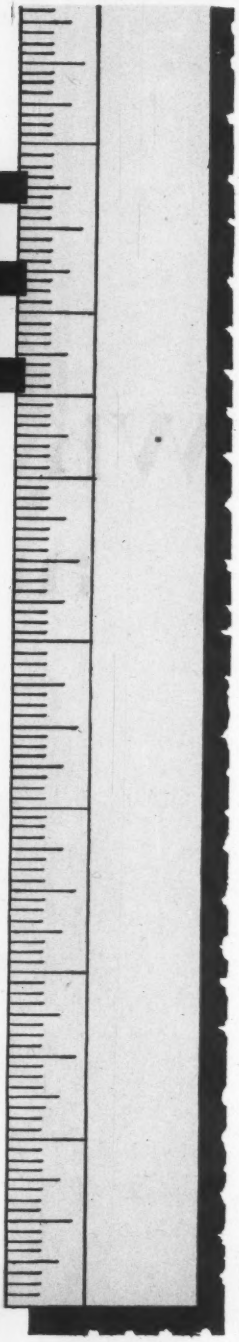
Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D*

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 20, 1961 Vol. 60 No. 12

POWER PLAYS TOPPLE FALL LINEUP

Boycott threats, reshuffling of time periods all contribute to changes in network sponsorship and programming schedules

The sudden withdrawal of some $18 million in business from ABC-TV demonstrated again last week that the power play has emerged as a major strategic weapon in preparations for the 1961-62 television season.

The withdrawn business includes all of Liggett & Myers Tobacco Co.'s renewals pending for ABC-TV for next season (sponsorships in four shows and NCAA football games) and Coca-Cola's half of *Ozzie and Harriet*.

Boycott threats, network insistence on shuffling time periods and advertiser refusal to stay with the revised lineup all figured in ABC-TV's $18 million loss—virtually all of which the network said it had replaced almost immediately.

Boycott Bludgeon? ▪ The role of the boycott and picketing threats, which were aimed by a powerful Italian-American group at Liggett & Myers for its sponsorship in ABC-TV's top-ranking *Untouchables*, was widely disputed (also see story, page 28). Officials of McCann-Erickson, agency for L&M and designated by it as spokesman, denied flatly that the threats influenced the decision to drop out of that program.

Other authorities, in equally good positions to follow the deliberations, insisted the boycott move was the prime influence, and that the reason officially given—ABC-TV's insistence on moving the program period back a half-hour—was mainly window dressing. Other informed sources suggested that fear of a boycott was at least a contributing factor.

Moreover, it was apparent that ABC's decision not to disclose immediately the identity of its new sponsors in the programs being vacated by L&M may have stemmed at least partly from a desire not to give the boycott forces advance notice as to who the new entry in *Untouchables* will be. Remaining *Untouchables* sponsors—Whitehall (Anacin), Armour (Dial Soap) and Beecham Ltd. (Brylcream)—meanwhile presumably were bracing for boycott thrusts at their own products, though at least one said this was ABC's responsibility and it was sure ABC could handle it.

Timing ▪ Whatever role the boycott did or did not play in L&M's decision, authorities thought it probably the first time in tv history that a sponsor's decision to get out of a show had coincided so closely with announced boycott plans intended to achieve that same result.

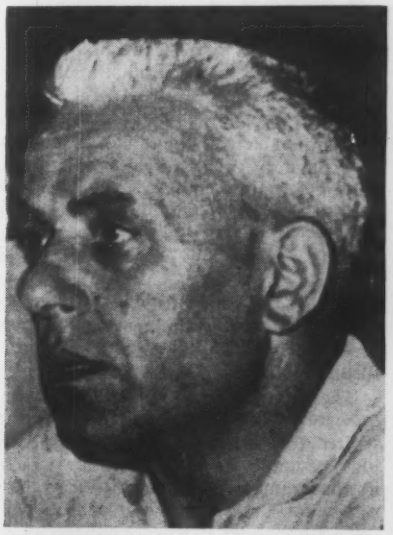
The boycott organizers and "sympathizers"—the latter group including Anthony (Tough Tony) Anastasia, boss of the biggest international longshoremen's local union in the country—were happy to take credit for the outcome and quick to commend L&M on its decision (see page 28).

But the boycott has not been the usual power play in evidence in television this year. The peak viewing time period in prime-time appears to be the ultimate wedge in advertiser-network contests. Agency executives in recent weeks have complained increasingly that "the networks have never pushed us around as much as they're trying to do this season."

The power tactic has been employed by advertisers as well as networks—sometimes by both sides at once, as when NBC-TV and to a lesser extent ABC-TV went after General Foods' $25 million CBS-TV business (potential). In that case, CBS-TV kept the business (BROADCASTING, Feb. 13, 6). But the price it paid, it can be reliably reported, included the granting to blue-chip General Foods of three-year rights to three half-hour time periods, plus the right to bring in its own shows (CLOSED CIRCUIT, Feb. 20). These shows are *The Danny Thomas Show* (Mon. 9-9:30 p.m.), *The Andy Griffith Show* (Mon. 9:30-10 p.m.) and *Mother is a Freshman* (a new show that goes into the Wednesday, 9:30-10 p.m. slot next season).

Enter L&M ▪ Most recent episode to draw agency charges of "roughing up" at the hands of networks involved the ABC-decreed program time changes which were blamed by McCann-Erickson for the decisions of both L&M and

Rep. Alfred E. Santangelo (D-N.Y.) told BROADCASTING that the minimum price of his Federation of Italian-American Democratic Organizations for calling off their boycott of L&M tobacco products was cancellation of episodes of 'The Untouchables' his group finds offensive.



Anthony (Tough Tony) Anastasia, boss of Brooklyn's longshoremen, who had told L&M executives 'my men would not handle their stuff' was 'very happy' when told the tobacco company had cancelled the tv series. He denied that he would cause more trouble for L&M. See story page 28.

Coca-Cola to drop their ABC-TV programming next fall.

The L&M shows (L&M was a major participating sponsor) affected by the tobacco firm's pull-out from ABC-TV: *The Untouchables,* which moves in the fall from its 9:30-10:30 p.m. slot to 10-11 p.m. on Thursday; *Asphalt Jungle* (replaces *Islanders* April 2 and continues next fall), which backs up from 9:30-10:30 to 10-11 on Sunday; *Adventures in Paradise* similarly moves back on Monday, and *Rebel* (the latter show actually goes out of its 9-9:30 Sunday period and is pushed up to 7 p.m. to make way for the new *Bus Stop* in the 9-10 p.m. period on Sunday).

One version given by an informed observer of the L&M-ABC-TV hassle: L&M supposedly decided to pull out of *Untouchables* because of the boycott threat, lit upon the time period shift as the "excuse" and at that time decided to be "consistent" by pulling out of other similar shifts on the schedule.

The Coca-Cola "incident" also involves a time-period shift, from 8:30-9 p.m. on Wednesday to a new slot at 7:30 Thursday next season. In NCAA football, L&M is pulling its quarter sponsorship on what it calls "principle" —that is, since ABC-TV doesn't see it L&M's way, the advertiser is taking all of the business off the network.

Business Replaced ▪ ABC-TV says it already has replaced nearly all of the lost L&M business and thinks it's not greatly concerned about Coca-Cola because the soft-drink advertiser reputedly had decided against exercising its option renewal in any event.

McCann-Erickson, meantime, is busily considering other sponsorship possibilities on the two other networks (CBS-TV and NBC-TV) for client Liggett & Myers.

Another factor being cited in support of "roughing up" charges is that part of the program moves ABC wanted L&M to take—on Sunday night—was designed to make room for a program in which an L&M competitor is the main sponsor. L&M has been a sponsor of *Rebel,* which is being shifted to accommodate *Bus Stop,* which Brown & Williamson Tobacco Co. is helping to underwrite.

The projected move of *Untouchables* opens up a Thursday night half-hour which ABC-TV has sold—to top-spending Procter & Gamble—but for which no program has been set. Word last week that *Detectives,* now seen on Friday nights under P&G sponsorship, may transfer into this vacancy.

Some agencies—obviously not handling P&G or GF products—contend the importance of these two advertisers specifically is responsible for much of the alleged "bumping" they say has been occurring with unusual frequency this season. They profess to see a peculiar thread of coincidence in the episodes they cite:

1. Usually, they say, it's a cigarette company that gets bumped. One cigarette agency executive put it this way: "We don't have as much to offer as a food company—the billing is not as profitable."

2. More than likely, they also say, the period where the bumping occurs is apt to fall within the choice 9-10 p.m. time when viewing through the U. S. is at a peak (and when, therefore, the traffic in advertiser prospects is heaviest).

Among the tobacco companies previously in jousts with networks was American Tobacco. NBC-TV lost American Tobacco as a sponsor of *Bonanza* by moving that show into the 9-19 spot on Sundays for next season, under Chevrolet sponsorship (replacing Dinah Shore). NBC-TV also is moving two other shows identified with American Tobacco: *Thriller,* which is slated to go from 9-10 p.m. Tuesdays to 10-11 Mondays, and *Wells Fargo,* from 8:30-9 on Monday into a probable Saturday 7:30 spot. One authority said: "It disrupted every one of American Tobacco's time periods." But the situation calmed when American Tobacco ended up with one-half of an as yet untitled show that's slated to go into the period immediately following NBC-TV's well-rated *Wagon Train* on Wednesdays. But in spite of that the advertiser still moved some of its business, buying into ABC-TV's *Cheyenne* and moving *Bachelor Father* to ABC-TV.

Another tobacco firm that's had "problems," P. Lorillard, moved out of NBC-TV's Sunday 8:30-9 period to make room for Procter & Gamble's *Snow Whites*—Lorillard had half of *Tab Hunter* in that period, reportedly

They want full surrender

The Federation of Italian-American Democratic Organizations of New York, which claimed a "moral victory" when Liggett & Myers Tobacco Co. announced that it would not renew its participating sponsorship of ABC-TV's *The Untouchables* program next season (see story, page 27), is pressuring for unconditional surrender.

The Federation wants the cigarette manufacturer to sever its connection with the gangster thriller show effective immediately, even though Liggett & Myers' contract with ABC runs through October 3. The Italian-American group will hold a meeting today (March 20) to decide its future dealings with the firm.

Rep. Alfred E. Santangelo (D-N.Y.), president of the Federation, said in Washington last week that its minimum price for calling off the boycott at this time was Liggett & Myers' cancellation of those particular episodes his group finds offensive. He expected to hear from the company's agency, McCann-Erickson, before tonight's meeting.

A spokesman for the group said in New York that his people have "no intention of letting Liggett & Myers off the hook," and he indicated that if necessary further action would be taken against the firm including the "flash" picketing of supermarkets that sold Liggett & Meyers' products. The Federation, which objects to *The Untouchables* because it "repeatedly has presented non-factual representation of Italians as criminals," announced on March 12 that it would boycott against Liggett & Myers' Chesterfield, L&M filters, Oasis and Duke cigarette brands (BROADCASTING, March 13). At the same time the Federation also reported that some 2,500 Italian-American groups would be enlisted in the boycott, and that more than 250,000 posters would be distributed nationwide to stores, offices and factories urging the boycott of the cigarettes, Rep. Santangelo said at least 2,000 vending machines in New York City have already stopped carrying the Liggett & Myers' brands.

The possibility that the boycott of Liggett & Myers products would spread to a number of large cities throughout the country developed in Washington last week. Rep Santangelo said Dominick Frinzi, president of UNICO, a nationwide organization comprised of 110 Italo-American clubs, had met with him Thursday and pledged his support. The Congressman said Mr. Frinzi told him he would request that member-clubs join in the economic sanction against Liggett & Myers.

Rep. Santangelo also said the Federation is "prepared to picket" the Liggett & Myers board of directors meeting in Jersey City, N. J., on March 28. A final decision on this proposal will be made tonight, he said.

The Federation's ultimatum was strongly backed when a more threatening element entered the fray. Anthony (Tough Tony) Anastasia, boss

of Brooklyn's longshoremen, told Liggett & Myers officials that his men would boycott against all the firm's products on U. S. and Canadian waterfronts. Mr. Anastasia, who is international vice president of the International Longshoremen's Assn. and also business agent for ILA, AFL-CIO local 1814, the nation's largest with some 10,000 members, said in a telephone interview with BROADCASTING that he contacted the "men from Leggett & Myers" and told them, "it's going to be tit for tat. You play ball with us and we'll play ball with you. I also tell them," Mr. Anastasia continued, "that my men would not handle their stuff. I say to them, I cause them as much trouble as I cause Mr. Castro." The Brooklyn labor chief was referring to the longshoremen's refusal to move goods coming from or going to Cuba as a protest against Fidel Castro's reported Communist leanings.

After Mr. Anastasia learned that the cigarette firm had decided to drop the ABC-TV program, he said he wired W. A. Blount, Liggett & Myers president, and expressed his "sincere appreciation on behalf of his membership and their families" for the decision. He's very happy about the situation now, Mr. Anastasia claimed, and he hoped that his efforts had something to do with the cancellation. At this time, he said, he has no reason to cause Liggett & Myers any more trouble, even though the company's contract with *The Untouchables* has several months to run.

A spokesman for the Federation meanwhile, denied that his group had any connection with Mr. Anastasia. "We didn't sanction anything he did," the spokesman said, but he admitted that the labor boss' efforts had been helpful to the Italian-American cause. The spokesman predicted that his group's meeting today might be expected to be a stormy one.

He promised that whatever else took place, the group would "definitely not leave the other sponsors of the show alone." Besides Liggett & Myers, *The Untouchables* current sponsors are Whitehall Labs, division of American Home Products Corp., for Anacin; Armour & Co., for Dial Soap; and Beecham Ltd. (Brylcreem).

A representative of Foote, Cone & Belding, the advertising agency handling the Dial soap account, said last week that the problems of *The Untouchables* had been discussed but that both the agency and Armour & Co. were convinced that it is "ABC's responsibility" and both feel "sure that the network can handle the situation adequately." The agency official declared further that neither his firm nor Armour had received any notification that they would be boycotted by the Italian-American group. The other sponsors of the program were not available for comment.

was then offered half of *Price Is Right* only to learn that its popular master of ceremonies, Bill Cullen, has a commitment with Reynolds Tobacco.

Reynolds itself is involved in a CBS-TV move of *I've Got A Secret* from 9:30 Wednesdays (Reynolds had half) to Monday at 10:30 (Reynolds still is reported as renewing the show on that basis.) Reynolds has been in the Wednesday night spot on CBS-TV for several years.

In the NBC-TV move of *Price Is Right* (from Wednesday at 8:30 to an as yet unannounced non-prime-time slot) Lever reportedly squirmed for a while but it, too, wound up retaining a half of the time period that immediately follows the hour-long *Wagon* on the network.

In that instance Lever lost a "show" but did not lose a time period on the network.

What happened to Shell's spots when it dropped tv

Shell Oil's defection from television touched off a 72-way scramble for vacated tv time, according to arithmetic of the Television Bureau of Advertising, New York. In a report to members, TvB summarized a study based on reports from 57 stations that had Shell business before the advertiser went all-newspaper this year.

Among the 57 responding, 31 said Shell's old time periods were snapped up by gas and oil competitors; there were 24 more cases where oil companies wanted the time but were beaten to it by other products, and in 17 cases oil people wanted the Shell spots but found them taken by other oil competitors.

TvB is researching effects of the situation, but meanwhile predicts, "Shell will return to television, and we hope soon, with a major effort to win back still more of these same customers from their new television competitors. Certainly all television stands ready to help them return."

Barnes Chase exits L. A.

Barnes Chase Co., San Diego, has turned over its Los Angeles accounts to Fletcher Richards, Calkins & Holden, Los Angeles. Concurrently, Nelson Carter, senior vice president and manager of Barnes Chase, Los Angeles, becomes vice president and manager of FRC&H, that city.

According to Barnes Chase officials, the move was prompted by the decision to concentrate within the agency's home office (San Diego) area. It will, however, retain a Los Angeles service facility for its clients.

Tv's Jericho walls: product protection

THEY'RE TUMBLING AS NBC-TV NARROWS THE SEPARATION EVEN MORE

Another crevice appeared in the slowly crumbling edifice of product protection last week as NBC disclosed its decision to reduce further the extent of its guaranteed separations between competing products.

The move, almost certain by its nature to be unpopular with advertisers and agencies, was seen as another inevitable step in the slow but steady march toward eventual disappearance of product protection as it has been known in the past (BROADCASTING, July 11, 1960).

Although CBS-TV and ABC-TV indicated no immediate plans for similar moves, the consensus last week was that not only the other networks but all network affiliates—for whom product protection is also a constantly growing headache—would in time put further curbs on their own protection guarantees. As long ago as last summer some experts were predicting that for all practical purposes product protection might cease to exist within two years.

For the present, however, CBS-TV authorities said last week their current protection practices, generally comparable to NBC's, appeared to be working satisfactorily at this time and that they had no plans for a change, although they acknowledged that the NBC move might produce pressures that could lead to revision. ABC-TV spokesmen said they, too, were trying to stick to currently accepted standards and did not plan to follow NBC's lead, but they pointed out that buying patterns make some exceptions unavoidable, so that occasionally they cannot now guarantee more than 13 or 14 minutes' separation, instead of the usual 15.

Basically, NBC authorities said, the new policy differs from its current guarantees in these three respects:

- Products enjoying protected status will be guaranteed a minimum separation of only 10 minutes instead of the present 15, fore and aft, from periods sponsored by directly competing products.
- Irregularly scheduled news, sports and public affairs programs and programs of indeterminate length don't count. Advertisers in these shows will be protected against competitive sponsors within the same show but not against competitive sponsors in adjacent periods. Nor will sponsors in the adjacent periods be protected against competitors in these programs.
- Protection on so-called "star products"—those whose commercials are handled by the star of the show—will be limited to the show in which the commercial appears. This means that in the future a star appearing in more than one program can do a commercial for Brand "A" in one show and a commercial for rival Brand "B" in another; for instance, Hugh Downs' commercial for a product on *Concentration* would not prevent his doing the commercial for a directly competing product on *The Jack Paar Show*.

NBC's new statement said policies regarding protection of products advertised in straight participation shows —*Today*, *Paar* and next fall's Saturday night movies, for example—would be announced later. But it did spell out the guarantees offered to advertisers using "participation type" programs (those sold in segments of one-third or one-sixth). On these the protection will be even more limited than in the case of regular weekly or alternate-week sponsorships: The 10-minute leeway will be figured from the time the commercial is given rather than from the beginning and end of the period in which it appears.

Advertisers using "non-regularly recurring sports, special events and news programs" or programs whose duration or scheduling cannot be reasonably predicted, will be protected only to this extent: "Directly competitive products . . . will not be advertised on the network within the event which the advertiser is sponsoring, except in instances where the event is sponsored on a regional basis."

Star Protection ▪ Advertisers have the right to designate a certain number of products which will be entitled to protection: Up to three in the case of conventional weekly or alternate-week sponsorships, two per quarter-hour in the case of daytime strip programs, two in the case of "participation-type" sponsorships, and one for "star-product" protection (if the program has a star personality who is available for delivery of the commercials). NBC makes the determination as to what shall be considered "competitive" in all cases.

This practice follows a pattern that has developed gradually over recent years but has often been tricky to apply: Some advertisers have been known to submit lists of 25 to 100 products that they considered competitive to their own and against which, therefore, they would like protection. The key phrase in recent years has been "directly competitive."

In addition to the basic number of "protected products" that each advertiser may nominate, he may also schedule other products on a non-exclusive basis—but may have to withdraw them if NBC sells adjacencies to directly competing products which are themselves entitled to protection.

While advertisers and agencies always have been anxious to get as much protection as possible, their trends in buying—multiple-product promotion and greater use of participation-type sponsorships, for example—have contributed to the gradual curtailment of the amount of protection that could be offered. In disclosing its new policy, NBC said it was designed "to meet the ever-growing demands by advertisers for greater flexibility in the scheduling of the advertising of their products. . . ."

The new policy is effective immediately on all new and renewed contracts.

NBC authorities acknowledged that the move probably would have a bearing on the protection policies followed by their affiliates in selling national spot business.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 9-15 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 9	**The Untouchables** (9:30 p.m.)	ABC-TV	32.2
Fri., March 10	**Flintstones** (8:30 p.m.)	ABC-TV	28.4
Sat., March 11	**Gunsmoke** (10 p.m.)	CBS-TV	25.2
Sun., March 12	**Candid Camera** (10 p.m.)	CBS-TV	32.0
Mon., March 13	**Danny Thomas** (9 p.m.)	CBS-TV	22.1
Tue., March 14	**Red Skelton** (9:30 p.m.)	CBS-TV	27.0
	Garry Moore (10 p.m.)	CBS-TV	27.0
Wed., March 15	**Naked City** (10 p.m.)	ABC-TV	22.7

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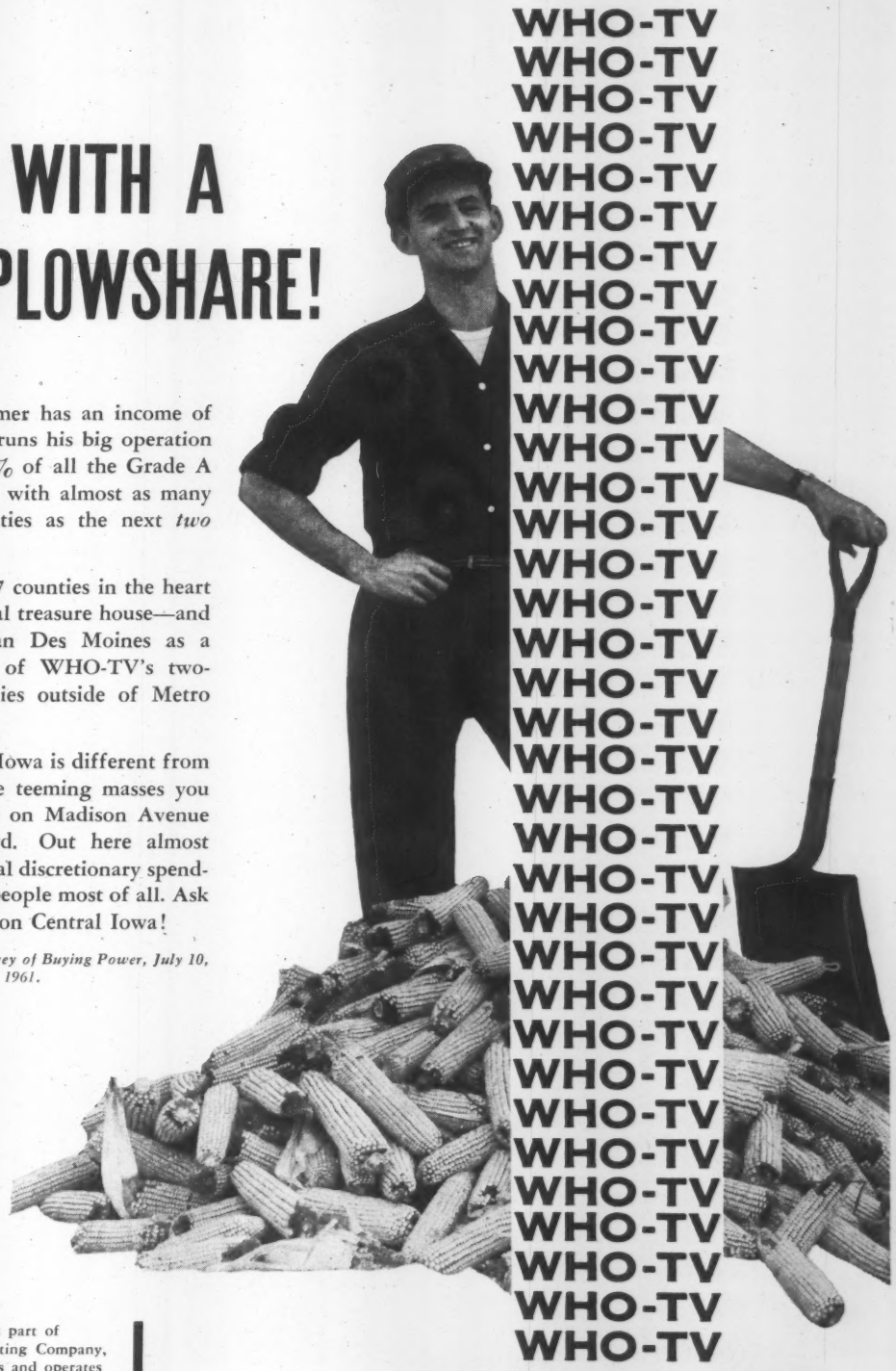
MAN WITH A GOLDEN PLOWSHARE!

The average Iowa farmer has an income of $14,187 per year. He runs his big operation in a state that has 25% of all the Grade A farm land in America, with almost as many top-income farm counties as the next *two* states *combined.*

WHO-TV reaches 57 counties in the heart of this great agricultural treasure house—and gives you Metropolitan Des Moines as a bonus! (Actually ¾ of WHO-TV's two-billion-dollar market lies outside of Metro Des Moines.)

Buying television in Iowa is different from buying coverage of the teeming masses you see from your window on Madison Avenue or Michigan Boulevard. Out here almost *everybody* has substantial discretionary spending-money—and farm people most of all. Ask PGW for all the facts on Central Iowa!

Source: Sales Management Survey of Buying Power, July 10, 1960, and SRDS, January 1, 1961.



WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

Budweiser's 'Pick-A-Pair' budget up 20%

SATURATION SPOT SET FOR 770 RADIO, TV STATIONS

Television and radio will receive more than half of the $2.5 million consumer advertising budget in Budweiser's fourth annual "Pick a Pair of 6-Pak" promotion May 25-July 31. The total spending this year will be increased 20% over 1960.

Saturation spot schedules are to run on some 600 radio stations in 350 markets and on more than 170 tv stations in 140 markets. The event is described as the most intensive promotion of its kind in the world's beer industry and the "largest single product promotion in the entire food industry." Last year, 20 million six-packs were sold, and all other Budweiser package lines scored significant sales increases, too.

Advertising budgets and merchandising plans were outlined last week for three dozen of the key station representatives and broadcast executives involved in placing the business with stations. Details were presented by executives of the Budweiser agency, D'Arcy Adv., St. Louis, and brewer Anheuser-Busch Inc. Representatives for other media also attended.

The meetings were held at St. Petersburg Beach, Fla., and included a tour of Anheuser-Busch's new $30 million plant in Tampa with Board Chairman-President August A. Busch Jr. as host at dinner. Mr. Busch attributed the success of the "Pick a Pair" campaigns to the support of media, providing the vital communication link with the consumer and cooperating with retailers to show how the campaign theme can tie-in with other food lines and merchandising efforts.

Shows and Spots ▪ In addition to the radio-tv spot drive, "Pick a Pair" will get extra mileage from Budweiser's new syndicated tv series, the NTA *The Third Man* package starring Michael Rennie. The half-hour adventure drama series started in selected markets in January and by the start of the "Pick a Pair" campaign in late May will be running in 79 tv markets.

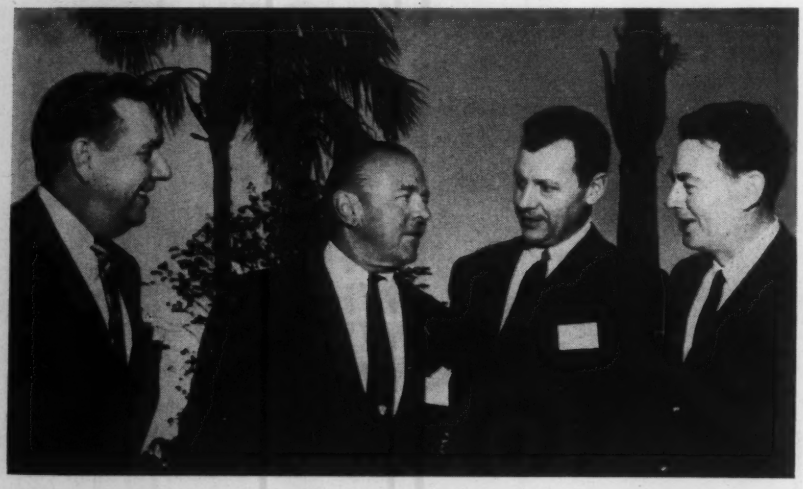
Television's impact on Anheuser-Busch's marketing pattern has resulted in the reorganization of districts and distribution channels during the past decade, Budweiser marketing officials noted. The change has been away from long-established state or geographic districts to groupings about standard television markets. Beer customers watch tv programs from stations whose signals have nothing to do with state boundaries or outdated marketing districts, they said, so distribution methods were changed.

Mr. Busch told the media representatives that the brewer's record year in 1960 was due to the extra beer volume produced by the "Pick a Pair" promotion. Nearly 8.5 million barrels of beer were sold in 1960. Volume in 1959 just topped 8 million barrels. Anheuser-Busch net sales last year were $308.7 million compared with $295.9 million in 1959. Net income was $15.4 million last year, $13 million in 1959.

Mr. Busch said that even though his firm has set records "never before achieved by any brewery in the world," the marketing effort must be sustained to hold that position and continue to grow. Other company officials emphasized the growing threat of the non-advertised brands of beer in the marketplace, especially in Florida and California supermarket and grocery chains where such brands are winning as much as 30% of the beer sales volume. In the food marketing industry, beer (all brands) ranks number five in sales volume.

Mr. Busch cited the communications link through advertising as the means by which the company can keep "personal" its friendship with the consumer. The personal approach, putting believable people in typical fun situations, is the key to Budweiser's ad theme of "Where there's life, there's Bud."

Anheuser-Busch practices its friendship doctrine at every level. The new Tampa brewery is a vacation-land showplace. Its 15 acres of gardens and exhibits of exotic birds are free to the public. More than a million visitors last year helped establish its claim as "Florida's No. 1 free attraction."



When you spend over $3 million in two months on media, merchandising and marketing for Budweiser's "Pick a Pair" campaign, the decisions start at the top. Reviewing plans at a media representatives' meeting last week at Busch Gardens, Tampa, Fla., are (l to r): Harry K. Renfro, vice president and radio-tv director of D'Arcy Adv., St. Louis, Budweiser agency; August A. Busch Jr., chairman of the board and president of Anheuser-Busch Inc.; Harry W. Chesley Jr., D'Arcy president, and Walter A. Smith, vice president of Anheuser-Busch in charge of advertising and sales promotion. Broadcast media are slated to get the major share of $2.5 million consumer ad budget for May 25-July 31 campaign.

Lever Bros. seeks ways to improve commercials

The improvement of broadcast commercials (as well as print advertisements) is the subject of a "major effort" at Lever Bros., according to an annual report released last week. The advertiser implied it would be a task for the "skill" of its several agencies.

Said Lever: "To be heard and to be remembered under today's advertising conditions requires very skillful work in the area of advertising copy.

"What was once outstanding has become fairly ordinary. To produce messages which are effective in today's climate—messages which get the interest of the consumer and leave her wtih a memorable and compelling idea—will require increasing skill on the part of our own marketing people and our agencies."

Lever sales messages in network tv alone in 1960 appeared in 21 programs seen and heard by more than 120 million viewers weekly. Of the 21 shows, 16 are in daytime hours. Of 5 evening shows (*Jack Benny, Have Gun Will Travel, Checkmate, Candid Camera,* all CBS-TV and *Price Is Right* on NBC-TV), Lever said 3 were consistently in the top 10 and the others "not far behind."

From its crystal-set beginning in 1922, WSB Radio has dedicated itself to serve the best interests of its listeners. Continuous dominance in market audience share attests to its success... as do many notable awards. Latest are the George Washington Honor Medal Award of the Freedoms' Foundation for the program 'Open Letter To Americans' and TV-Radio Mirror's award for Best Programming Southern States. For 39 years, WSB has pleased its audience, its community and its sponsors. It can sell your product to Atlanta's million. and others throughout a six-state coverage area!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Ad aversion: public's not aware of it

SO SAYS RESEARCHER BARLOW IN TALK TO ANA'S WEST COAST MEETING

The public today has a generally favorable attitude toward advertising, Walter G. Barlow, president of Opinion Research Corp., told the opening session of the 15th annual West Coast meeting of the Assn. of National Advertisers, held Thursday - Saturday (March 16-18) at Santa Barbara, Calif.

But he warned these advertising executives and their agency guests that tomorrow "this picture could conceivably be less bright."

Mr. Barlow said several surveys indicated the public believes advertising to be helpful rather than harmful. Depth interviews conducted by Dr. Claude Robinson, among a test group of 100 housewives found 86% agreed that "We are better off with advertising than we would be without it," he said.

The past 10 years have seen great advances in income level, education, product use and sophistication, mobility, media awareness and the like, he said, commenting that advertising "can take credit for a great deal of this." But, with their post-war hunger for new products satisfied, consumers today are "more choosy" about their expenditures.

Advertising is like the barber who needs a haircut, the tailor with unpressed pants, Emmett McGauhey, executive vice president of Erwin Wasey, Ruthrauff & Ryan, told the session. But that must stop, he declared. Advertising men must begin doing for their profession the same kind of job they have always done for American business: they must get across to the public the fact that capitalism and advertising can't exist without each other.

Progress ▪ Jointly, the various advertising associations — ANA, AAAA, AFA and AAW—are making good progress in improving advertising's image with the public and the public's representatives in government, ANA President Peter W. Allport stated. A year and a half or two years ago, he said, there was a strong sentiment in Washington that advertising people didn't really care about anything but selling more merchandise at any price, without regard for the public, and that government control was the only answer. Today, the government view is that in general advertising is capable of handling its own housecleaning, he said.

One housecleaning activity that is proving succesful is the joint ANA-AAAA campaign for good taste in advertising, Mr. Allport reported. Broadcasting, criticized for triple spotting and other abuses, is a special area where ANA is trying to work in copperation with NAB, Mr. Allport said.

Ernest K. Lindley, director of *Newsweek's* Washington bureau, told the ANA that business need not fear the new Kennedy administration, which he described as "very friendly" toward business and showing no signs of any revival of the New Deal of the early 1930s.

What advertising is doing to help stop the recession was described by three representatives of the Advertising Council. Allan M. Wilson, first vice president, told of a successful campaign for wide distribution of a summarized report by the President's Commission on National Goals. The second phase is the current "Confidence in Growing America" campaign. To come are reports on American attitudes and on an analysis of communism.

Alton Ketchum, vice president of McCann-Erickson, volunteer agency on the "Confidence in a Growing America" campaign, showed tv commercials and print ads telling how American research is creating more new products and more new jobs.

Commitments ▪ Fred Wile, West Coast vice president of the council, said that Union Bank and Folger's coffee have agreed to promote the new campaign in their radio advertising and Kaiser Industries on its tv programs, similar pledges have come from print advertisers.

Charles R. Stewart Jr., advertising director, Bank of America, was chairman of the Thursday morning session. Jack J. Leener, advertising manager Tidewater Oil Co., chaired the Thursday afternoon session on "Getting Better Value From Media Despite Higher Costs."

Glenn Mohrman, vice president, Gallup & Robinson, outlined important physical differences in magazines which give certain advantages and disadvantages to each.

Creativity is and must be a principal commodity of the advertising activity, Harry W. Lange, marketing vice president of Cutter Laboratories, said. "However, this creative ability should not be limited as to its use to advertising problems alone. It should also extend to the rest of a marketing activity in a business."

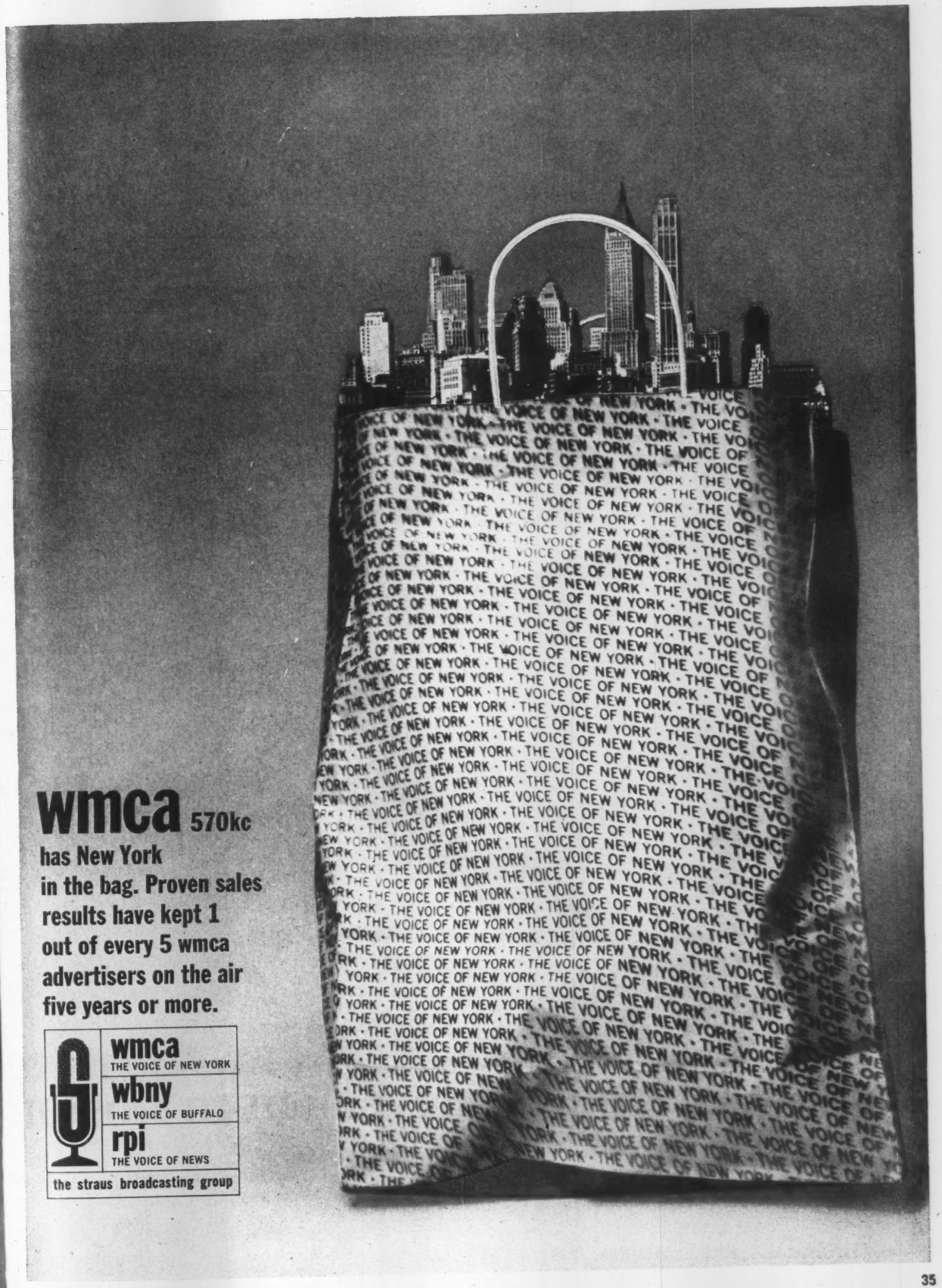
Dr. E. L. Deckinger, vice president and director of media strategy for Grey Advertising, called for more advertising dollars. The advertiser who has been standing pat on his advertising budget in recent years is "inviting the parade to pass him by," Dr. Deckinger declared.

Walter Guild, president of Guild, Bascom & Bonfigli Inc., blamed the current recession partly on a lack of creativity in many large companies and industries. In far too many companies, he said, "new ideas are not really welcome and creativity is disturbing."

Registration for the three day meeting had passed 150 by Thursday, George H. West, director of advertising and sales promotion, Consolidated Electrodynamics Corp., general program chairman, reported.

Meet the new tv salesmen of Sara Lee

Possibly as many as 80 markets in the next two months will meet these new tv salesmen for the bakery products of Kitchens of Sara Lee Inc., Chicago, placed through Cunningham & Walsh there. L to r: Southern belle named Dinah, young husband called Blake, old geezer named Ebeneezer and smart mother named May. Their bright 20-second limerick story sequences introduce 40-second live action photography stressing product quality. Eight markets have the spots now. Credits: Sherman Rogers, creative director, and George Maniates, artist, C&W; Hans Mandel, producer, Audio Productions, N. Y.


wmca 570kc
has New York
in the bag. Proven sales
results have kept 1
out of every 5 wmca
advertisers on the air
five years or more.
wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group

there's been a sudden movement in Boston

It happened, this movement did, on Jan. 1, when the television programs previously seen on WHDH-TV moved to WNAC-TV—new Boston affiliate of the ABC Network.

With it went the audience — moved by such magnetic attractions as *The Untouchables, 77 Sunset Strip, My Three Sons, The Flintstones,* et al.

In so doing, this audience moved WNAC-TV from a second place 31.5 share of audience delivered (Dec., 1960)* to a first place 36.0 (Jan.-Feb., 1961).* Percentage-wise, a 31% move.

Meanwhile, back at WHDH, *the CBS station,* the reverse was very much in reverse: a drop from 38.2 share of audience to 32.8 in the same period.

This happens too consistently, the facts say, for mere happenstance. As in Seattle-Tacoma, Portland, Ore., Richmond, Salt Lake City—where, following affiliate switches to ABC, average evening audience shares jumped from 28% at the least to 52% at the most.

All part, one must conclude, of that same nothing-is-harder-to-stop-than-a-trend trend.

ABC Television

*Source: ARB, Network Programming Sun.-Sat., 7:30-11 PM, EST

OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

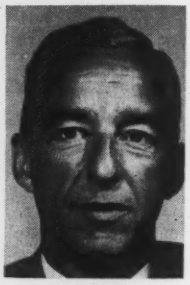
With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!

RADIO-TV'S DEADLY SINS

They're rates, triple spots and ratings, declares Gardner's Claggett, and industry must cleanse itself

Won't broadcasters do something about the three big headaches of the business—rates, triple spotting and ratings?

So pleads the chairman and president of an agency that spent $20 million last year in television and radio. Charles E. Claggett, Gardner Adv. Co., St. Louis, made the request last Tuesday before the Broadcast Advertising Club of Chicago.



Mr. Claggett

Mr. Claggett doesn't mean to imply Gardner doesn't like broadcasting, however. "We at Gardner believe in broadcast advertising," he said. "We know its effectiveness as a selling tool. Our allocation of client dollars proves it." ($16 million to tv in 1960, $4 million to radio).

Mr. Claggett indicted the "strange, disjointed rate structure that permeates the entire industry." He said he doesn't know the solution, but "please interpret the rate structure the same way to everybody. Let's eliminate the rank discrimination which exists today. Let's try to make sound business sense out of what has become a hazy rate structure."

Gardner's media department surveyed 488 radio-tv stations late last year on their rate practices and got replies from 422, Mr. Claggett related. Of these, only a third said their published rates are their only ones. The other two-thirds "came up with rate structures that included two combinations of national, regional, local, retail and special prices charged for air time." But even among these, he said, there was no clear-cut policy and even within stations themselves Gardner could find no definite rule about who qualifies for what rate. "Special" was the "most abused category" of all, he said.

'Not Scared' ▪ Mr. Claggett said Gardner doesn't mean to imply it is seeking a rate cut. But he warned that Gardner is "not scared of competition" and if the issue must be fought on that level, "we will not hesitate to do so." Gardner will seek the best and the most for its client's advertising dollar, he said.

On multiple spotting, Mr. Claggett recalled a report by Broadcast Advertisers Reports of 1,287 triple station breaks within a week in 25 markets. Obviously, Gardner doesn't like it, he indicated.

He recommended the long range view toward multiple spotting: "Television will not always be the darling of the communications business. There will not always be long lines of advertisers vying for availabilities. Those whose fingers are burned by such questionable practices may start another line of customers at the doorsteps of magazines and newspapers. Let's seek a cure while there is yet time."

On ratings, Mr. Claggett said the advertiser is concerned with numbers but he isn't so impractical as to "throw his dollars into a program or time segment which can't deliver a respectable number of potential buyers of his product or service." He said agencies could better advise such a client "on intelligent and discriminating broadcast buys if we had a more qualitative rating system than now exists." He felt magazines are proving themselves "imaginative and aggressive in this area," telling not only how many people read but also what kinds of people read.

'Numbers Game' ▪ He agreed that agencies should be more willing to try quality programs instead of playing "the numbers game." But he felt local stations can do a lot by developing imaginative and superior shows at that level. The networks often have been guilty of killing off a good program with low ratings, though the advertiser liked it and wanted to continue it, he said.

Mr. Claggett felt some progress is being made, however, noting the research work of TV-Q. "But we would like to see further research into these areas in order to make ratings more significant and more serviceable than they are today."

And who is responsible for seeing that all this new research is done? Not the agencies, Mr. Claggett said. The tv-radio industry should do it. "The agency profit structure is not such that we can afford to contribute heavily to this."

If broadcasters solve the triple-threat headache, he said, tv and radio will "fulfill their tremendous potential as an effective entertainment medium and selling tool."

The
Alfred I. duPont Awards Foundation

in the field of

Radio, Television and Allied Science

announces the following awards for the year

1960

STATION AWARDS

KDKA-TV	Pittsburgh, Pennsylvania
WAVZ	New Haven, Connecticut

COMMENTATOR AWARD

Edward P. Morgan

For excellence of broadcasting in the public interest

PROFILE
OF
WSPD
Radio
Toledo's
hardest working
sales clerk

1. Alive 24 hours a day with imaginative programming
2. Persuasive talent provides an effective showcase for your selling message
3. Integrity and believability — Toledo looks to WSPD for responsible community leadership
4. Audience domination around the clock — shown by both Pulse and Hooper
5. A rich market — more than 2 billion dollars effective buying income — with Ohio's highest per capita income

5 good reasons to put this potent combination of circulation and persuasion to work selling for you. Your Katz man will provide the complete WSPD Profile.

WSPD-Radio
NBC • TOLEDO
a STORER station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

IDEAL TOY BUYS COLOR

Doubles budget for spot tv, network pre-Christmas drive

Ideal Toy Corp., New York, is joining the growing band of color tv advertisers this year with a tv budget nearly double that of last year. Reportedly the world's largest manufacturer of dolls and plastic toys, Ideal has earmarked some $2.5 million for spot television, and an as yet undetermined network color show and a number of pre-Christmas tv specials.

Melvin Helitzer, Ideal's director of advertising and public relations, pointed out last week that the new ad program is record-breaking from three standpoints: It is the largest single advertising budget in the history of the toy industry; it features full-color film commercials, the first entry of color tv ads in the toy industry, and it covers the broadest range of products in the industry, highlighting five Ideal divisions.

Ideal currently is negotiating with NBC-TV for one of three weekly half-hour programs scheduled for next season. Two of the shows are among the new color programs set for a fall start. The third is a carry-over from the present season. A 13-week tv spot drive will start in September in all major markets.

Needs Network, Too ▪ Ideal has previously sponsored such network programs as *Howdy-Doody* (NBC-TV) and *Captain Kangaroo,* (CBS-TV) but in 1960 the toy company concentrated on tv spot and network specials, including *Macy's Thanksgiving Day Parade,* which it will co-sponsor again this year. The move into a weekly network show was called for, Mr. Helitzer explained, because of the company's growth—"spot tv no longer can do the full job for us."

In the fourth quarter of 1960, Ideal Toy ranked 74th among national spot tv advertisers with its gross time expenditure at $445,900 (BROADCASTING, March 13). Ideal was surpassed in the fourth quarter ranking by General Toy and Louis Marx & Co. As a category, toys and games had fourth quarter tv spot billings of $3,641,000.

Most of Ideal's color commercials for the year have been completed. They were previewed last week for buyers attending the annual toy fair in New York. Grey Adv., New York, is agency on the campaign, which will promote three broad categories of toys: dolls and toys (heavy on network and spot tv), games (many of which are named for tv stars and programs and are heavy in spot tv with magazine support) and hobbies (network tv and magazines).

Why is color tv playing a key role in Ideal's advertising and marketing strategy this year? Mr. Helitzer noted the switch to color commercials is not only a way to keep ahead of the competition, but also it's apparent to Ideal that there's a sufficient number of stations equipped to carry color, and enough color programming available to make it worthwhile.

A related advantage to Ideal is the opinion that when Ideal Toy salesmen call on toy buyers in stores across the country, the buyers will be more impressed with the sales possibilities if they can see the commercials run off in color and are told that "this is the way your best customers will be introduced to Ideal toys on tv."

Ideal Toy Co. will introduce on tv later this year a challenger to the sales success last year of "Mr. Machine," of which more than one-half million were sold. Priced at $23, the Robot Commando shown above is a battery operated one-man army that responds to voice commands and moves forward, left or right, reverses, hurls missiles and launches rockets, all by remote control. It's the top item in Ideal's new line, which will be promoted in a $2.5 million tv campaign.

Unrealistic merchandising scored by GB&B exec

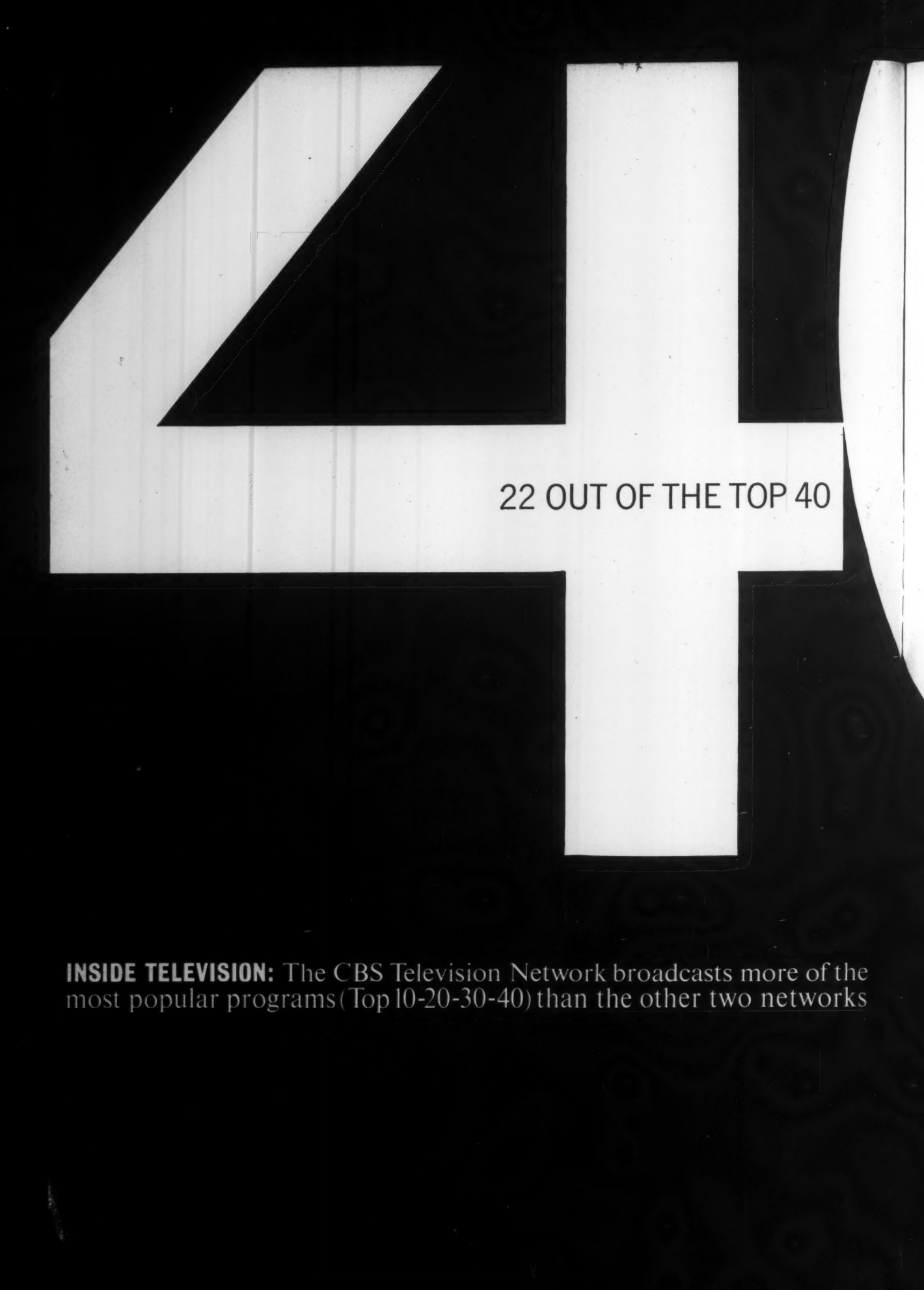
Radio's relations with advertising agencies could be improved by a more realistic approach to merchandising, Robert L. Whitehead, account executive at Guild, Bascom & Bonfigli, San Francisco, told a March 16 luncheon meeting of the Southern California Broadcasters Assn.

"Any self-respecting media buyer today buys a station for its advertising coverage and not because of merchandising promises," Mr. Whitehead stated. "Let's be honest with each other. The station that must resort to the 'giveaway' approach is offering either lip service and no action, or the property it represents is woefully weak and sadly lacking in audience. Stop downgrad-

WHICH HALF? John Wanamaker, founder of the Philadelphia store bearing his name, once said only half his advertising expenditure did any good—but he didn't know which half. Here Mr. and Mrs. Metrodelphia are listening to part of the **good** half on WIP, just before they pass through Wanamaker's "carriage entrance."

Confidence Begins at Home. Philadelphia retailers do much of their selling on **WIP,** and with good reason. 40 years of unparalleled public service speak for the past. And Metropolitan's *fresh* concepts of news, service and showmanship are rapidly moving **WIP** to the foremost audience position in Philadelphia. More and more *national* advertisers, too, are doing their shopping on . . . **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock,** V.P. & General Manager. Represented nationally by **Edward Petry.**



INSIDE TELEVISION: The CBS Television Network broadcasts more of the most popular programs (Top 10-20-30-40) than the other two networks

combined*. And it tops off this achievement with the biggest average audience in all television*, just as it has done year after year since 1955. CBS

*First February 1961 National Nielsen report, 6-11 pm, AA hous

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

GAS STATION SALES*
$165,590,000

SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Amoco
Cities Service
Esso
Gulf Oil
Sun Oil
Texaco

11TH IN GAS STATION SALES IN THE UNITED STATES

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

ing your product with this false hook."

Mr. Whitehead made it clear, however, that he was not recommending that stations abandon merchandising. "Just remember," he advised, "that merchandising can make a good station better, but it can't made a bad station good."

There are two types of station merchandising plans. Mr. Whitehead stated. "One—we might call this the 'quantity' plan—seems more designed to 'snow' the agency into buying the station than to aid the public in buying the sponsor's product.

"The other—and the kind we like—we might call 'quality' merchandising, which is the performance of certain, specific things, some of them even tailor-made for the particular client, which do something for the client he may not be able to do for himself. This kind, incidentally, may not completely 'snow' us, but it has a helluva lot of influence when deciding which of two or three equal stations to buy."

Merchandising help given two of his accounts—Mary Ellen's jams & jellies and Mother's cookies—has been largely of the "quality" variety, he said, and the results were "extremely beneficial" to their sales efforts. For example, he cited an important city in which Mary Ellen's commercials were broadcast but a leading chain stocked only half a dozen of the 33 varieties. When the client asked for more shelf space, Mr. Whitehead sought the help of both the station representative and station management . . . "by enlisting their firsthand knowledge of the individual involved we were able to spot the Achilles heel in the armor of a rather tough chain owner. Together we prepared a promotion that simply excited the hell out of this important retail merchant . . . Upon hearing it, he became so enthusiastic that eight weeks prior to the start of the promotion he instructed his buyers to increase their Mary Ellen's line and since that time they now handle 29 varieties. This . . . again only proves the tremendous power of radio plus completely coordinated merchandising."

Placing their entire advertising appropriations in radio, both companies have had more than satisfactory sales increases, Mr. Whitehead reported. Starting last June, Mary Ellen's in less than six months had sales increases of from 5% to 40% in markets where the spots were broadcast, while sales stayed about the same in markets were radio was not used. Mother's cookies again used radio spots in their leading markets and their "1960 sales were up 15% over their 1959 sales, which up to that time had been their greatest sales volume year."

Economic study

A new study by Interpublic Inc., New York, reveals that the four basic product categories that account for three-fourths of all consumer spending will approach peak levels during the second and third quarters of 1961. The analysis, prepared by Marplan, the research division of Interpublic, discloses that by the third quarter of this year, food and beverage sales should reach an all-time record of $83 billion; clothing and shoes should be back to the all-time record level of the second quarter of 1960; automobile and parts' sales should approach the all-time highs of the second quarters of 1959 and 1960, and furniture and household equipment sales should "improve substantially." Copies of the study may be obtained by writing to the Corporate Information Office, Interpublic Inc., 750 Third Ave., New York.

Panel agrees sales only is test of tv commercial

Originality and novelty may win awards for a tv commercial, but they don't necessarily give it the sales effectiveness the advertiser hopes for when he pays, according to a panel of agency executives and tv commercial producers.

The panelists: Ken Snyder, tv-radio vice president, Needham, Louis & Brorby, Hollywood; Bob Redd, tv-radio vice president, Erwin Wasey, Ruthrauff & Ryan, Los Angeles; Jack Denove, president, Jack Denove Productions, and Adrian Woolery, president, Playhouse Pictures.

They discussed a charge by Rosser Reeves, Ted Bates board chairman, that "originality is the most dangerous word in advertising" at a shirtsleeve session of the Hollywood Advertising Club on how to make good tv commercials. They agreed the first goal of tv commercials, or any advertisements, should be to sell the product, to create or stimulate interest in it, or to establish public identification of the product.

Mr. Snyder summed it up this way: "Some of the best commercials of all time would never win an award; yet, they have become classics of interest and identification. Others so out-clever themselves as to lose or dilute vital ingredients of client or product identification."

The session-in-depth exploration of tv commercials, participated in by the audience of more than 60 as well as the panel, was moderated by Don Estey, chairman of the club's first International Broadcast Awards competition. More than 20 of the commercials that were finalists in the contest were shown.

Why WGN-TV bought Warner's "Films of the 50's"

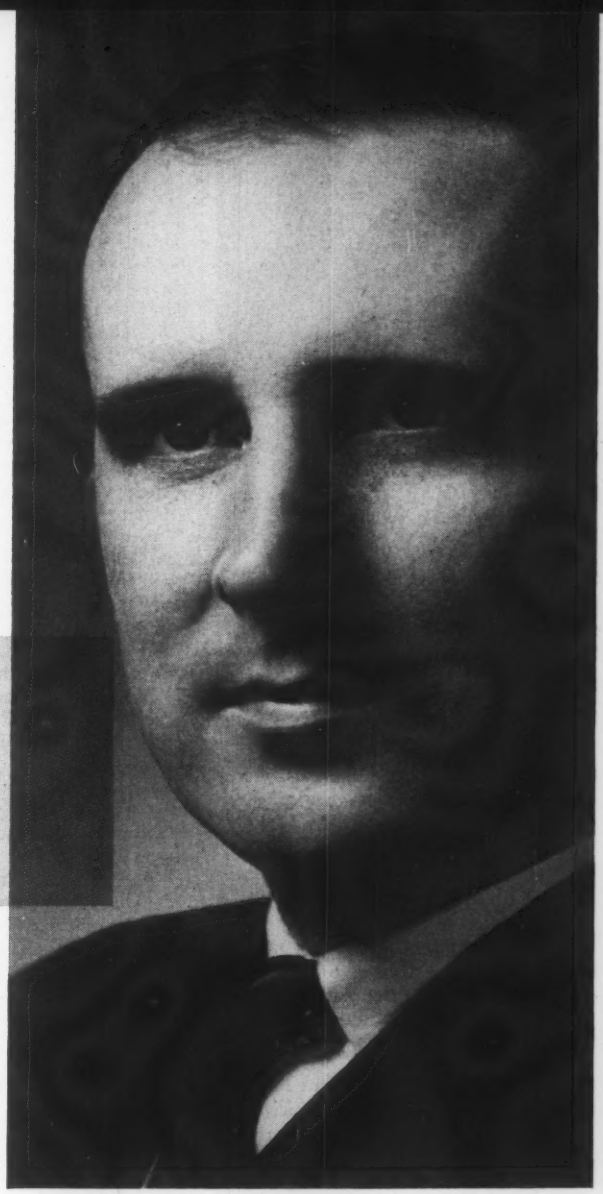
Says Edward A. Warren:

"Channel 9 was the first station to bring the best of the pre-48 features to Chicago. Therefore, it is naturally expected that we continue this tradition by delivering

the best of the post-50's

"This we have done in acquiring the distinguished features in the Seven Arts package. We know that we will deliver audiences to our sponsors, as well as add to our distinctive program schedule.

"The 26 films in color also will enable us to further this exciting dimension of our business. We know these films will do well in Chicago, because we know Chicago."



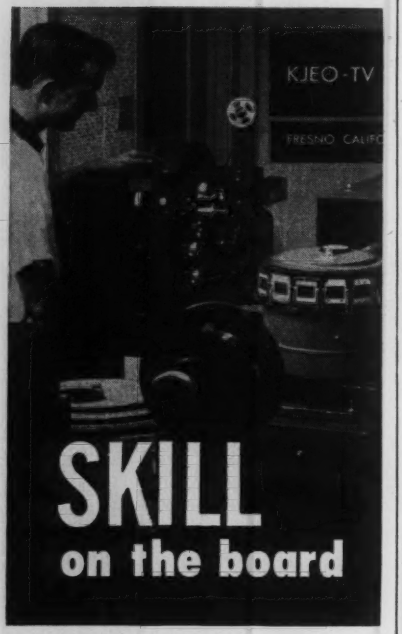
Edward A. Warren, Program Manager of WGN-TV, Chicago

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).



Our "board of directors" is the technical best. The kind that knows how — and how important — the advertiser's message is. The "board" gets the word across. And with the kind of finesse that outstrips ordinary competition. The extras that mean "extra sell"— smooth handling of live or filmed commercial material to meticulous and bright delivery of local-live tie-ins — make KJEO-TV your right time buy.

KJEO-TV is talent. Right now, top announcers and top technicians are standing by ready to create the "air time corporate image" you want for your product.

In the Fresno market look no longer. You've got KJEO.

Ratings? We've got them! Starting with both the Nos. 1 and 2 shows in the market! (Nov. '60 Nielsen)

Check with your nearest H-R representative

network affiliation? abc Of Course!

KJEO

CHANNEL 47 Fresno, California

J. E. O'Neill, *President*

Joe Drilling, *Vice Pres.-Gen. Mgr.*

W. O. Edholm, *Commercial Mgr.*

NETWORK TV'S LEADING SPENDERS

Fourth quarter finds Anacin leading with $2.8 million

Anacin Tablets was network tv's leading brand advertiser for both the fourth quarter and for the month of December 1960, with estimated expenditures of $2,891,973 and $1,072,128 in the respective periods.

Television Bureau of Advertising's report today (March 20)on fourth quarter network tv billings by advertisers and brands was preceded this month by its release of top spot tv advertisers in the fourth quarter and gross time billings of national tv advertisers for the year (BROADCASTING, March 13).

National tv advertisers last year, it was reported, had record-setting gross time billings of nearly $1.3 billion. The network gross exceeded $682.3 million and national spot reached $616.7 million.

Procter & Gamble, American Home Products and General Motors lead TvB's fourth quarter list of top 25 network company advertisers and also its December list of top 15 company advertisers. The network tv gross time billing figures are compiled by Leading National Advertisers-Broadcast Advertisers Reports and are released by TvB.

The estimated network expenditures of the top 25 company advertisers range from Procter & Gamble's high of $11,911,680 to S. C. Johnson & Son Inc.'s $2,061,827. P&G's December expenditures came to an estimated $4,324,518. Three cigarette brands, Winston, Salem and L&M Filter Tip, followed Anacin as leading network brands advertised in the fourth quarter. In December, however, Anacin and Winston were followed up by Texaco Inc. and Crest Tooth Paste. Eight cigarette brands comprise the largest product category in the fourth quarter list of brand advertisers.

General Foods, which ranked second in fourth quarter tv spot billings, is in seventh position in network tv billings for the same period even though its expenditures were nearly equal.

TOP 25 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR
FOURTH QUARTER 1960

1.	Procter & Gamble	$11,911,680
2.	American Home Products	8,497,325
3.	General Motors	8,400,044
4.	Lever Bros.	5,834,086
5.	General Mills	5,740,264
6.	Colgate-Palmolive	5,255,139
7.	General Foods	4,714,695
8.	R. J. Reynolds	4,670,033
9.	Gillette	3,575,597
10.	Sterling Drug	3,562,272
11.	Texaco	3,147,088
12.	Philip Morris	3,069,438
13.	Liggett & Myers	2,843,632
14.	Brown & Williamson	2,816,376
15.	Ford Motor	$2,788,617
16.	Bristol-Myers	2,767,222
17.	National Biscuit	2,703,867
18.	Kellogg	2,621,780
19.	E. I. du Pont de Nemours	2,422,691
20.	Miles Laboratories	2,365,498
21.	American Tobacco	2,188,646
22.	National Dairy Products	2,180,338
23.	P. Lorillard	2,114,756
25.	J. B. Williams	2,064,780
25.	S. C. Johnson & Son	2,061,827

TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR
DECEMBER 1960

1.	Procter & Gamble	$4,324,518
2.	American Home Products	3,076,627
3.	General Motors	2,436,764
4.	Lever Bros.	1,781,095
5.	General Foods	1,763,643
6.	General Mills	1,744,335
7.	Colgate-Palmolive	1,730,370
8.	R. J. Reynolds	1,644,780
9.	Sterling Drug	1,291,356
10.	Philip Morris	1,239,331
11.	Texaco	1,066,822
12.	Bristol-Myers	1,035,096
13.	Liggett & Myers	992,959
14.	National Biscuit	982,561
15.	Ford Motor	965,752

TOP 25 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR
FOURTH QUARTER 1960

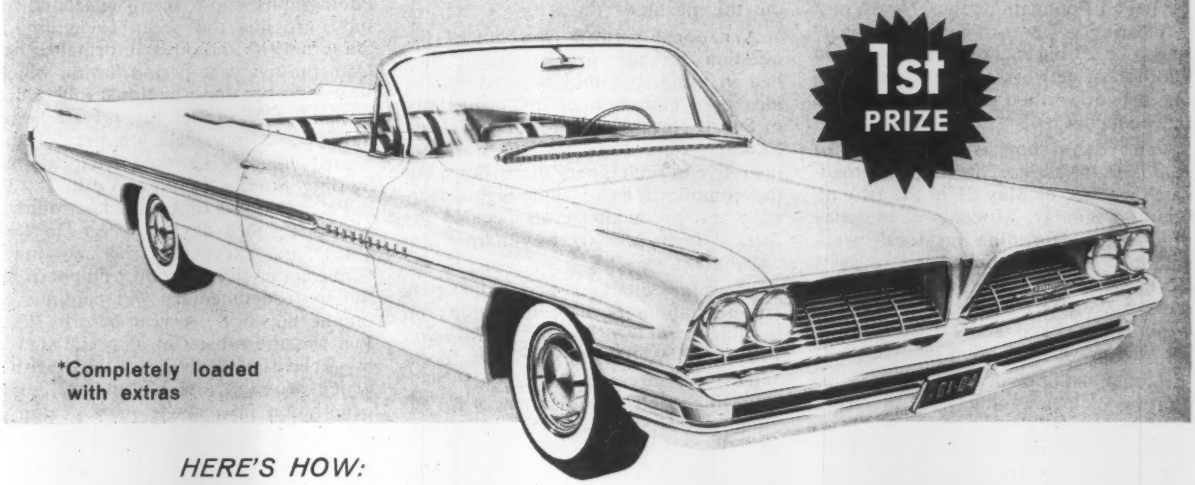
1.	Anacin tablets	$2,891,973
2.	Winston cigarettes	2,034,383
3.	Salem cigarettes	1,626,371
4.	L & M cigarettes	1,563,588
5.	Texaco (general promotion)	1,496,770
6.	Chevrolet (passenger cars)	1,470,326
7.	Colgate dental cream	1,414,295
8.	Bayer aspirin	1,387,188
9.	Dristan tablets	1,335,401
10.	Oldsmobile (passenger cars)	1,299,319
11.	Polaroid Land camera	1,279,529
12.	Crest tooth paste	1,276,155
13.	Betty Crocker cake mix	1,235,652
14.	Tide	1,216,602
15.	Bufferin	1,210,029
16.	Marlboro cigarettes	1,193,792
17.	Kent cigarettes	1,157,264
18.	Alka Seltzer	1,135,454
19.	Ford (passenger cars)	1,116,437
20.	Viceroy cigarettes	1,107,936
21.	Pall Mall cigarettes	1,104,473
22.	Commander cigarettes	1,085,811
23.	Phillips Milk of Magnesia	1,059,889
24.	Gillette (razors & blades)	1,048,351
25.	Gleem toothpaste	1,031,543

TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR
DECEMBER 1960

1.	Anacin tablets	$1,072,128
2.	Winston cigarettes	741,017
3.	Texaco (general promotion)	618,756
4.	Crest tooth paste	589,159
5.	L & M cigarettes	538,715
6.	Salem cigarettes	535,250
7.	Chevrolet (passenger cars)	471,176
8.	Bayer Aspirin tablets	468,079
9.	Colgate dental cream	466,289
10.	Kent cigarettes	464,926
11.	Bufferin	462,340
12.	Dristan tablets	459,922
13.	Tide	452,900
14.	Marlboro cigarettes	443,713
15.	Polaroid Land camera	428,278

ADVERTISERS! AGENCY PERSONNEL!....IT'S YOUR CONTEST!

WIN THIS 1961 PONTIAC Bonneville Convertible*



*Completely loaded with extras

HERE'S HOW:

Guess How Many People Will Visit

WFAA-AM-FM-TV

"Communications Center®"

between April 5 & April 30

THESE FACTS WILL HELP YOU:

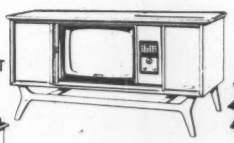
- Tours conducted weekdays 10 a.m. to 5 p.m., weekends 2 p.m. to 5 p.m.
- Newspapers, TV, Radio, Direct Mail to carry the Grand Opening story
- Top stars from ABC-TV and Hollywood will be on hand
- Souvenirs for adults and children who tour this fabulous new building
- 734,000 TV homes in the Channel 8 area . . . 1,400,000 radio homes under WFAA-820's powerful signal
- 2,500,000 people in the Channel 8 area, and over 5,000,000 blanketed by WFAA-820

CONTEST RULES

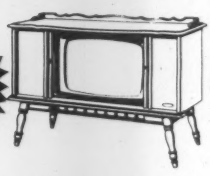
1. Contestants must guess the number of persons who will tour the new WFAA-AM-FM-TV "Communications Center" between April 5 and April 30, 1961.
2. All entries must be mailed to WFAA-AM-FM-TV, Young and Record Streets, Dallas, Texas on the contestant's business stationery and postmarked not later than midnight, May 5, 1961. Each entry must include the name of the contestant, firm and position held. Winners will be announced on May 15.
3. Contest is open to bona fide personnel of advertising agencies and their clients. (Southwest area agencies and clients attending Opening Ceremonies will participate in local event.) Employees of WFAA-AM-FM-TV, The Dallas Morning News, Edward Petry Co., and their advertising agencies are not eligible.
4. Decision of the judges is final. In the event of a tie, entry with the earliest postmark will be declared winner.

PLUS THESE OTHER VALUABLE PRIZES:

2nd PRIZE — Packard Bell HOME ENTERTAINMENT CENTER



3rd PRIZE



Packard Bell CONSOLE TV

Packard Bell TEACART PORTABLE TV

4th PRIZE

5th PRIZE

Packard Bell AM-FM RADIO

6th 7th, 8th PRIZES

Packard Bell TRANSISTOR RADIOS

WFAA AM-FM-TV DALLAS

Broadcast Services of The Dallas Morning News

PETER PAN IN SPOT SPECIAL

Bra firm goes it alone; signs up prime time in 25 big markets for 'Legend of Valentino'

Networks may wish they'd go away, but prime-time "spot specials" keep popping up.

A new advertiser is out this spring syndicating its own one-time show. Peter Pan Foundations Inc., New York, is clearing a coast-to-coast "regional" lineup of 25 big markets. It is a mixed selection of network affiliates (including one network-owned station, so far) and independents.

Peter Pan's show is *The Legend of Rudolph Valentino*. It will be broadcast the week of May 21 in the 10 p.m. hour on Sunday, Monday, Wednesday or Friday, depending on local availabilities. Ben Sackheim Inc. of New York, agency for the foundation garment maker, is clearing time and last week had worked about two-thirds of the way down the station list.

The Valentino documentary is by Sterling-Wolper Productions, the work of the *Silents Please* (ABC-TV) team of Saul J. Turell and Paul Killiam of Sterling Television Co., New York, and David Wolper, West Coast co-producer who was responsible for last spring's spectacular *Race for Space*, sponsored by Shulton Inc. on more than 100 stations through Wesley Assoc., New York.

Experimenting ▪ This is a new direction for Peter Pan, which has been using some network and spot announcements. If the spot special does well, it may go into other markets, possibly repeat in some, and there could be others to follow. *Valentino* does not, however, represent a deliberate move based on months of planning. It is just a show the Peter Pan people saw and liked. When they bought it, Herbert E. Mayer, executive vice president, and his colleagues didn't know quite how they would get it on the air but thought enough of it to buy it and then work out the means.

A national network was out of the question for the size campaign they had in mind, but they worked on the idea of a custom hook-up, using lines of Sports Network, New York (CLOSED CIRCUIT, Feb. 20). Stations were cooperative in preliminary discussions, but the complications of same-night clearance and production costs decided the issue in favor of market-by-market film distribution.

These are markets and call letters (where stations have been cleared) on the lineup for *The Legend of Rudolph Valentino:* WPIX (TV) New York, WBZ-TV Boston, Philadelphia, WCCO-TV Minneapolis, San Francisco, KYW-TV Cleveland, Cincinnati, Detroit, WTVJ (TV) Miami, WAPI-TV Birmingham, Los Angeles, WBBM-TV Chicago, WITI (TV) Milwaukee, WTTG (TV) Washington, KHOU-TV Houston, KMBC-TV Kansas City, St. Louis, KTVR (TV) Denver, WLWA (TV) Atlanta, Pittsburgh, KTVT (TV) Fort Worth-Dallas, KARK-TV Little Rock, WTTV (TV) Indianapolis, Richmond and Seattle.

Peter Pan products to be advertised will be the new Inner Circle Honeycomb and Wireless bras and Network girdle. The client and Sackheim are planning a big store splash involving a Valentino contest, and it is being suggested to retailers that they buy adjacencies to tie in. In-store and newspaper and special promotion plans are underway.

Joseph Battaglia Jr., radio-tv director of Sackheim, who is coordinating the job, said that prints of the documentary would be bicycled as much as possible but that 18 prints probably would be necessary.

Scenes that document the 13-year career of Rudolph Valentino have been gathered for tv from divergent sources. Photographs show his background in Italy, crossing the ocean as an immigrant in 1913 and other informal scenes from the five-year period during which Valentino became a national idol. Clips from his motion pictures, private home movies and newsreels are part of the record now being completed at the Sterling Studios in New York.

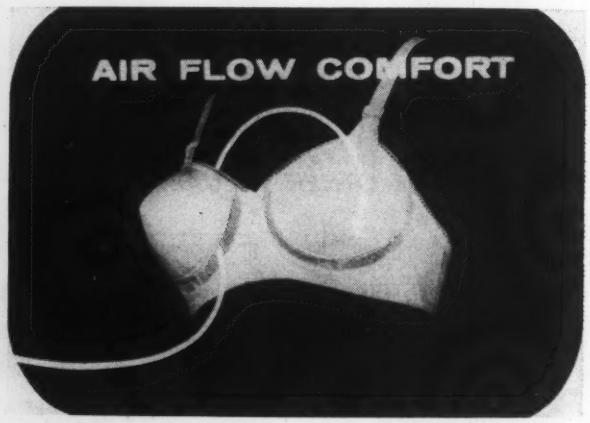
Peter Pan was on the air last summer with ABC-TV's daytime *Who Do You Trust?* and except for the new Inner Circle commercial, product emphasis on the spot documentary will continue as on the network. A year before, Peter Pan was the subject of a special survey by Television Bureau of Advertising which found high brand-awareness penetration in a single market after a one-month announcement campaign.

RAB would a-wooing go to tire, battery firms

Radio Advertising Bureau turned to the more than 400,000 U. S. retailers selling tires, batteries and automobile accessories. All RAB members received a series of sales tools to coincide with the start of the springtime selling push of TBA dealers. Included are a flip-card presentation, case history folders, a collection of promotion ideas and a special background report on the $4 billion TBA industry.

RAB also reported American women spend 943 million hours annually in-

The program is 'The Legend of Rudolph Valentino,' a scene from which is shown above. It is taken from 'Beyond the Rocks' in which Valentino played with Gloria Swanson.



The product is the Peter Pan Foundation line of bras and girdles. Features of the Inner Circle, Honeycomb and Wireless bras are illustrated in commercials.

You pick your salesmen carefully...

Choose your air salesmen just as carefully . . .

Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

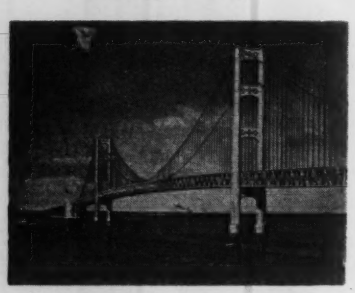
Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

NOW



The New $100,000,000 BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

***ARB (March, 1960)**

Network Representative Elisabeth Beckjorden

110,000 beauty shops, an average visit of 1 hour and 35 minutes. RAB commissioned Fact Finders Assoc. Inc. to measure radio's penetration of beauty shops. More than 60% of the shops surveyed reported they normally keep radios on during business hours. Says RAB: this is another addition to the "medium's almost limitless out-of-home listenership."

RAB also has been conducting an off-beat mail campaign to make advertisers think twice about their present advertising techniques. The campaign consists of a mail barrage to department store executives from a William McKinley, head of We Have Always Done It That Way Inc. who salutes the stores for promotional methods "unchanged since the days of Benjamin Franklin." Both the firm and its president are RAB creations.

Information, news shows grabbed by CBS clients

CBS Radio last week reported a series of multiple-unit news and information program sales, firm for periods ranging from 6 to 29 weeks, and hoped it marks a network radio buying trend that would spread to other advertisers.

The purchases, for the most part representing more solid commitments than the in-and-out business evident in much of the network's informational programming, included the following:

Midas Mufflers (through Bozell & Jacobs, Chicago) signed for the five-minute *Sidelights* feature Mondays through Fridays for 26 weeks. Warner-Lambert's Fizzies drink (through Lambert & Feasley, New York) bought three five-minute periods a week in daytime news and Art Linkletter's *Houseparty* for 13 weeks. Ex-Lax (through Kastor, Hilton, Chesley, Clifford & Atherton, New York) picked up three five-minute periods a week in news, features and *In Person* for 29 weeks. Fram Corp.'s filter products (deGarmo Inc., New York) bought six five-minute units a week in late-afternoon news programs for six weeks.

CBS Radio officials also reported other business, principally in units of the network's morning personality programming block, signed by a number of advertisers, including Eastern Products Corp., Edison Chemical Co., Fels & Co., Sea Breeze Labs, General Mills, Mazola Margarine, Frank Tea & Spice Co., Scholl Mfg. and General Foods.

When not walking dog, they're watching tv

Next to dogs, tv is the pet owner's best friend. Television Advertising Representatives Inc., New York, which has concluded a study of pet owners in the five Westinghouse Broadcasting tv markets, reported in its latest Audience Dimension project last week that pet owners watch more tv than non-pet-owning families, dog owners, 19% more, and families owning pets of any kind, 16% more.

RAB calendar

Radio Advertising Bureau, New York, has prepared for station and agency copywriters an in-depth study in calendar form on selling trends in the men's wear industry. Suggestions on how to keep a customer on the air, or to set up an annual plan for men's wear prospects are included. The bureau's "Radio Copy Calendar for Men's Wear," which provides a month-by-month study of selling trends, reports November, December and June as the industry's best months, while March, when males buy clothes for Easter, is actually one of the poorest total volume months. RAB's calendar also includes a dozen pages of suggested copy lines and phrases.

Poor advertising support causes product failure

Relaxing at the advertising switch is probably the single most important reason that nine out of ten new products fail. Robert MacLachlan, director of new products operations of Lever Bros., underscored advertising's life-or-death role in a speech last week before the Marketing Executives Club of New York. Speaking on "Profit Considerations in New Product Introductions," he said marketing men must persuade management to spend enough at the beginning if they are to avoid failure or inhibit their maximum share of the market.

New products, "the lifeblood of most of our businesses," ought to get 18 to 24 months of intensive support during the introductory ad period.

Business briefly...

Pacific Ocean Park, Santa Monica, Calif., launches its 1961 pre-Easter opening March 20 with a saturation radio spot campaign on eight Southern California stations, plus newspaper space. Fuller & Smith & Ross, L. A., is agency.

Airequipt Mfg. Co., Superba Sonic wireless-controlled slide projector, New Rochelle, N.Y., which introduced the new line of projectors last fall on NBC-TV's *The Jack Paar Show,* will launch its biggest spring advertising

You roll it... let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality... Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you . . . assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming . . . give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than ½ second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

RCA Broadcast and Television Equipment, Camden, N. J.

Get the full facts on the new RCA TK-21C Vidicon Film Chain. See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. SC-22, Building 15-1, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

IN MADISON

1ST PLACE ABC-TV POWER

only on

WKOW TV

• Now in 1st place 6 p.m. to midnight (Mon. thru Fri.). WKOW-TV increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959; Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• WKOW-TV noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on WKOW-TV.

• The audience has switched to WKOW-TV! Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to WKOW-TV.

WKOW-TV

and 10,000-watt WKOW-AM

TONY MOE,
Vice-Pres. and Gen. Mgr.
Represented nationally by
THE BOLLING CO.
In Minneapolis by
WAYNE EVANS & ASSOC.

MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO RADIO Des Moines

program in April with a three-month schedule of weekly participations in the same late-night show. Agency: Sudler & Hennessey Inc., N.Y.

ASR Products Co., N. Y., a division of Philip Morris Inc., and manufacturer of razors, blades and shaving accessories, will introduce its new Pal Premium Edge Injector Blades with a more than $1 million advertising campaign, via Benton & Bowles, on tv, and in newspapers and national magazines. A "substantial portion" of the budget will be spent in advertising on such CBS-TV network programs as *Rawhide* (Friday, 7:30-8:30 p.m.), *Route 66* (Friday, 8:30-9:30 p.m.), *Douglas Edwards and the News* (Weekdays), *Perry Mason* (Saturday, 7:30-8:30 p.m., all times EST) and others still to be determined. A possible radio and tv spot campaign is being considered.

Sinclair Oil Corp., N. Y., has purchased for the summer period alternate-week sponsorship of the *Lawrence Welk Show* (Sat. 9-10 p.m.) on ABC-TV, with New England and West Coast areas omitted from Sinclair's 15-week stint that starts in June. J. B. Williams Co. continues as alternate sponsor. Sinclair agency: Geyer, Morey, Madden & Ballard, N.Y.

Pharmacraft Labs., N. Y., is planning a 50-market spot tv buy for its new Allerest allergy pill. The campaign, beginning in mid-April, will run through the summer. Agency: Papert, Koenig, Lois Inc., N.Y.

ARTS to be radio-tv department for agencies

WILL OFFER THEM ALL SERVICES EXCEPT TIMEBUYING

In another expansion of its activities, ARTS (Advertising Radio & Television Services Inc.), New York, last week revealed plans to function as the radio-television department of agencies without such a facility.

Gerald Auerbach, president, said the company has surveyed advertising agencies without radio-tv departments throughout the country and the response indicates there is "a real need for such a service." He pointed out that ARTS is in a position to offer all services related to the broadcasting field except timebuying, a media function .

ARTS, which has grown to an organization of 66 staffers from 45 four months ago, now can offer advertising agencies these services, according to

Gerald Auerbach, President of ARTS (second from r) discusses with his key executives a plan whereby ARTS offers its varied services to function as the radio-tv department of advertising agencies without such a unit. Grouped around Mr. Auerbach are (l to r) Henry Traiman, vice president and general manager of Gerald Productions, production arm of ARTS; Louis Mucciolo, vp and executive producer and Oliver Barbour, senior vp of ARTS.

MAGIC SEVEN

Start with our channel number on top (as indicated) and put a different digit in each blank square so that each row and diagonal totals fifteen.*

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publication, Inc., N. Y. (If you've already won it, say so in your entry and we'll send this one to your secretary.)

Feel free to use the channel number of any *Washington TV station within the squares (we're broad-minded that way) as long as ours is on top. This is only fair, as media buyers are putting us on top of their schedules since we became the top nighttime station in Washington.*

wmal-tv
abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Mr. Auerbach—the creation of storyboards, writing of copy, production of commercials, distribution of commercials, program consultation and creation and physical distribution of programs. In the programming area, agencies may consult with Oliver Barbour, formerly vice president in charge of radio-tv programs for Benton & Bowles, who recently joined ARTS as a senior vice president. In commercial production, interested agencies can call on the services of two former Robert Lawrence Productions producers—Louis Mucciolo and Henry Traiman—who are respectively vice president-executive producer and vice president-general manager of Gerald Productions, the producing arm of ARTS.

Mr. Auerbach believes that of the 6,000 advertising agencies in the U. S., less than 10% have their own radio-tv departments. He is convinced that ARTS can prove to be a "valuable adjunct" to the agencies with accounts that possibly could use radio-tv if ARTS facilities were engaged; to the agencies that have only a few accounts in the broadcast media, and to agencies that have the print side of the account but not the broadcast billing.

'Vertical' Growth ▪ Gerald Productions was formed five and a half years ago by Mr. Auerbach with a $2,700 investment as a company that produced promotion spot announcements for the three tv networks. Since that time, it has set up various divisions aimed at offering advertisers and agencies "a complete service on a vertical basis." In addition to functions already cited, ARTS (the company's overall name) offers storage facilities for programs and commercials; dubbing of programs and commercials; production of industrial films and closed-circuit and live industrial shows.

The closed-circuit and dubbing operations were begun only a few weeks ago. Last week ARTS opened offices in Toronto and Montreal to distribute (but not sell) filmed programs and commercials to stations throughout Canada on the behalf of film organizations and agencies.

Future plans of the company include program production of its own, and, under Mr. Barbour's supervision, a 15-minute "game show" titled, *Public Eye*, is being presented to tv networks as a possible summer replacement. The most immediate large-scale project is the establishment of ARTS' own film laboratory and officials are now examining various sites in New Jersey, 15 minutes away from mid-Manhattan. Mr. Auerbach promises a film laboratory that "will be particularly cognizant of the requirements of the tv industry."

AFA awards deadline

Nominations for the Advertising Federation of America's third annual public service medal awards now are being accepted. Qualification for the awards, which honor living advertising people who have contributed outstanding achievements to advertising and public service, is that recipients be primarily advertising people who have spent a substantial part of their career in the media, agency or management side of the business. At the same time, AFA is inviting nominations for the 1961 election to the Advertising Hall of Fame. Nominations for this and for the public service awards must be received by AFA, 655 Madison Ave., New York 21, N. Y., not later than April 21.

EDITORIALS & ADS

Ads termed more believable on editorializing stations

So they editorialize at WOF in East Elbow. But does the timebuyer care?

Some dedicated editorializers took on this one at last week's (March 14) Timebuying & Selling Seminar of the Radio & Television Executives Society in New York.

The answer of Ben Strouse, president of WWDC Washington and WMBR Jacksonville, Fla., was in the title of his speech, "Broadcast Editorials: Key to Believability." John L. McClay, general manager of WJZ-TV Baltimore, seconded the thought and went further to stake much of broadcasting's future on editorial commitment.

The stature that grows from editorializing has a definite carry-over value to the advertiser, in the experience of Mr. Strouse's stations. He cited WWDC's progress in a local audience study that asked, "On what station do you think the commercials are most truthful?" WWDC took first place the last time around, but three years ago it was third, he said, adding, "We think at least part of the reason for our improved standing is our policy of consistently broadcasting hard-hitting editorials."

Civic, government and business leaders are asking now for editorial support of public-service campaigns, where in years past they would have been content with an announcement schedule, the president of WWDC Inc. reported. The Washington station has gained a "Mr. Fixit" reputation with listeners following campaigns against tv repair rackets and other crusades, and this "gives more meaning, more acceptance to commercials," according to Mr. Strouse, who played recorded samples from an editorial campaign on social problems of alcoholism.

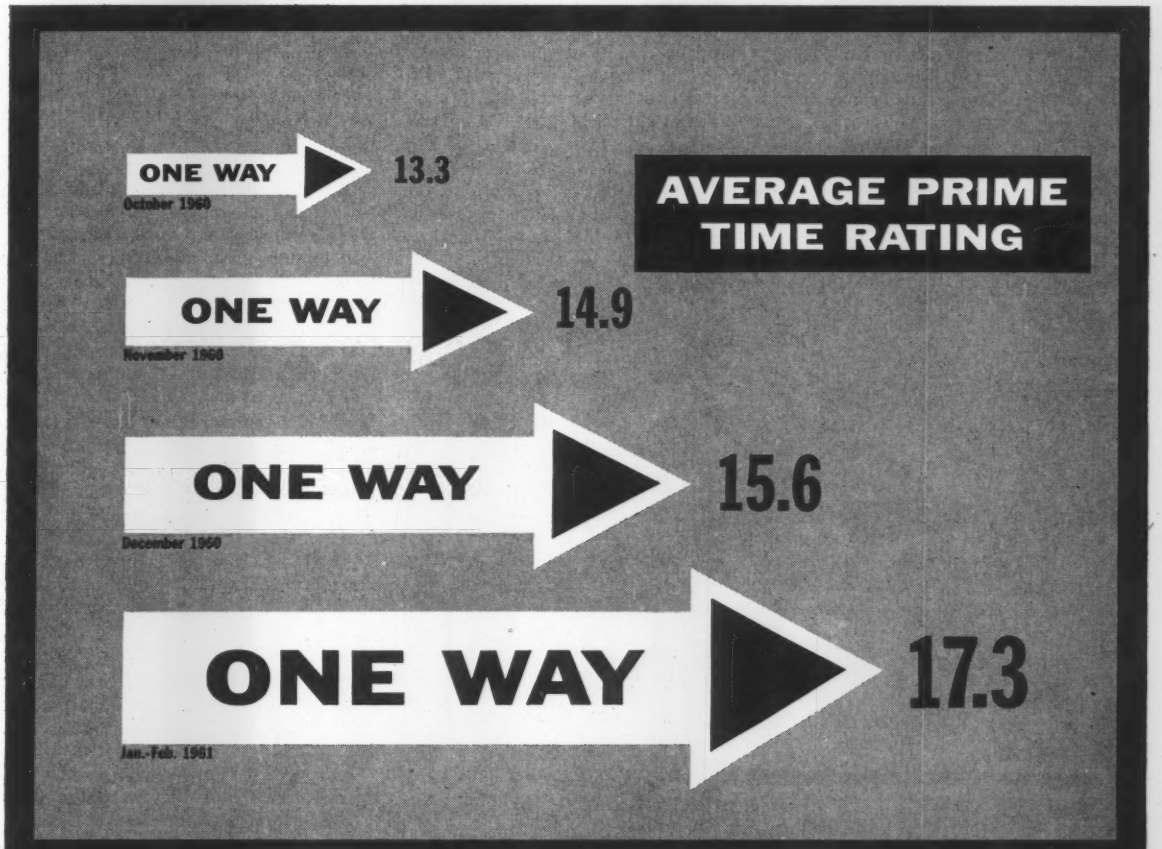
Opinion-Making ▪ WJZ-TV's Mr. McClay marked out for timebuyers several areas where the station which editorializes is a better buy than one which doesn't; station identity, news, responsiveness to the community and impact on the business community. Speaking for one of an editorializing group Westinghouse Broadcasting Co., he explained that just as readers commit themselves to newspapers, magazines and books because they have opinions, broadcasters similarly can become a factor in people's minds. The editorializing station does a better news job "not because its editorials will color its news, but because newsmakers are more conscious of, more anxious to inform any medium which has opinions." Similarly, business and the community turn to the committed station with awareness and respect, he said.

Timebuyers were reminded by Mr. McClay that advertising's essential function is to produce a decision process and "if, as I believe, the most important decision process between a station and its audience lies in the field of editorials, that's one reason editorials are of material interest to you." The FCC is encouraging editorializing to the extent that the subject has been proposed for license renewal applications, Mr. McClay reminded listeners. Editorializing stands to widen horizons of broadcasting altogether and it is up to sellers and buyers to recognize this as "relevant" information in the sales story, he urged.

All the Storer Broadcasting Co. stations are gearing to editorialize following a successful start on WAGA-TV Atlanta, according to Terry Lee, vice president and station managing director, who moderated the RTES session on editorializing.

Political Candidates ▪ Endorsement of political candidates remains a touchy area for broadcasters, speakers agreed in the RTES discussion period, but ground is being broken. Stephen B. Labunski, vice president and general manager of WMCA New York (and chairman of the RTES seminars), described his station's experience in endorsing John F. Kennedy last year. Republicans asked for newspaper advertising support equal to that given the editorial by Nathan Straus, board chairman of WMCA, which backed up the endorsement with pages in all New York newspapers. The station ended by buying a page in the *New York Times* to advertise Henry Cabot Lodge's reply to the Straus editorial. None of the groups before the RTES last week endorses candidates. "Broadcasting is going to come to it, but it takes long experience, and we're going slow," Mr. McClay said.

THERE'S NOTHING HARDER TO STOP THAN A ONE-WAY TREND



And according to Arbitron's latest report, it is very clear that the television traffic trend continues to point ONE WAY—to Channel 7

Jan.-Feb. 1961

Network Station X	18.5
WABC-TV	**17.3**
Network Station Z	14.6

(Arbitron: 7:30 to 11 PM, Monday - Saturday; 6:30 to 11 PM, Sunday)

CHANNEL 7

WABC-TV CHANNEL 7

Flagship Station ABC Television Network

THE MOST ENJOYABLE TREND IN TOWN

DUPONTS TO KDKA-TV, WAVZ, MORGAN

WAVZ repeats in winning one of 1960 radio-tv awards

Television station KDKA-TV Pittsburgh, radio station WAVZ New Haven, and ABC commentator Edward P. Morgan are the 1960 winners of the Alfred I. duPont Radio and Television Awards.

It's the second time the WAVZ station has won the duPont award. WAVZ won first in 1950.

The award to KDKA-TV is the first for the television station; KDKA radio was a 1945 winner.

Winners will receive engrossed plaques and checks for $1,000 at the annual awards banquet on March 24 at Washington's Mayflower hotel.

A panel of five judges, including Mrs. Jessie Ball duPont, who established the awards in 1942 in memory of her late husband, Alfred I. duPont, selected the winners from nominations submitted by the broadcasting industry and the general public. In addition to Mrs. duPont, the judges panel included Fred C. Cole, president of Washington & Lee U.; Mrs. E. Lee Ozbirn, president of the General Federation of Women's Clubs; Clifford J. Durr, a former member of the FCC, and W. McNeill Lowry, of the Ford Foundation.

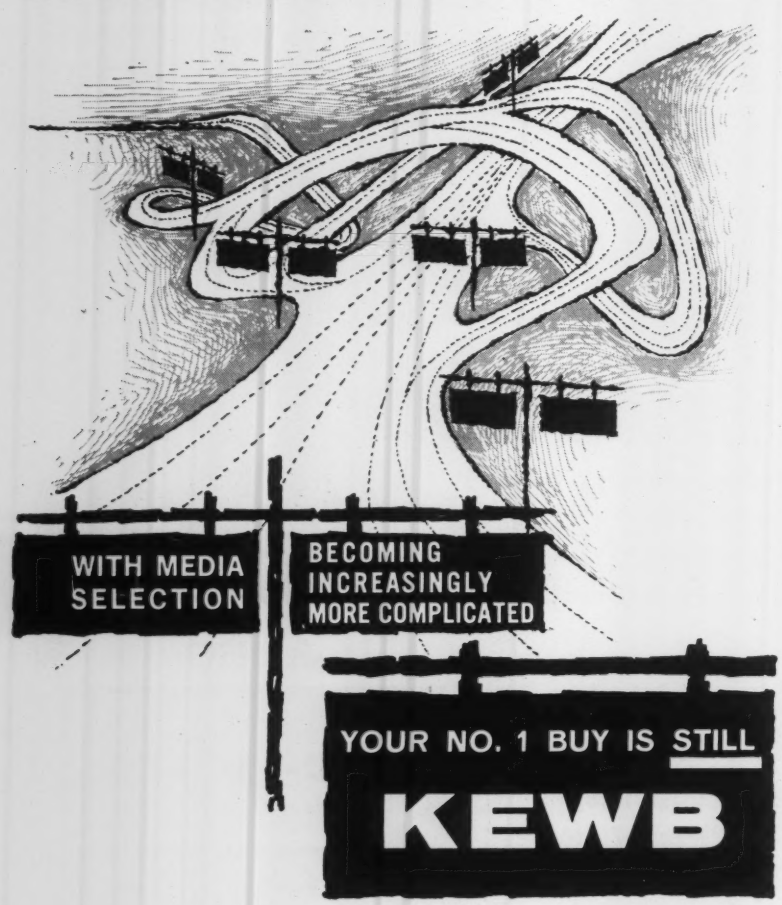
The judges cited KDKA-TV for "management policies which seek to enlarge the station's understanding of the interests, activities, and needs of the community and region served, as well as for a responsible programming policy resulting in a wide variety of cultural, scientific, editorial, educational, and public affairs programs, superior in production quality, and often broadcast at prime time."

WAVZ was praised for "active and helpful participation in the political, economic and cultural life of the community, resulting in editorial investigation and advocacy, aggressive reporting of public affairs, and such meritorious projects as the series of programs designed to acquaint young people with the problems of young people in other lands, with the distribution of teaching aids to local schools."

Commentator Morgan was cited "for the vigor of his independent pursuit of the elusive fact, for the soundness and thoroughness of his reporting, for his integrity in interpreting the facts as he sees them, and for his willingness to be forthright when he feels that the urgency of an issue requires it. While many of his conclusions are controversial, he represents the best tradition of vigorous commentary at a time when the personal commentator in broadcasting has often yielded to other forms of reporting and discussion of public affairs, and when voices in public debate are often muted by consideration irrelevant to responsible personal judgement and integrity."

Two other relatively large stations were commended by the awards committee, although it was emphasized that such commendation does not constitute a duPont award. Special mention went to WNTA-TV Newark, N. J. (New York City), and WHAS Louisville, Ky.

Washington & Lee U, with its president acting as chairman of the committee of awards and Prof. O. W. Riegel, director of the Lee Memorial Journalism Foundation, acting as curator for the awards, has administered the duPont Foundation's program since 1951.



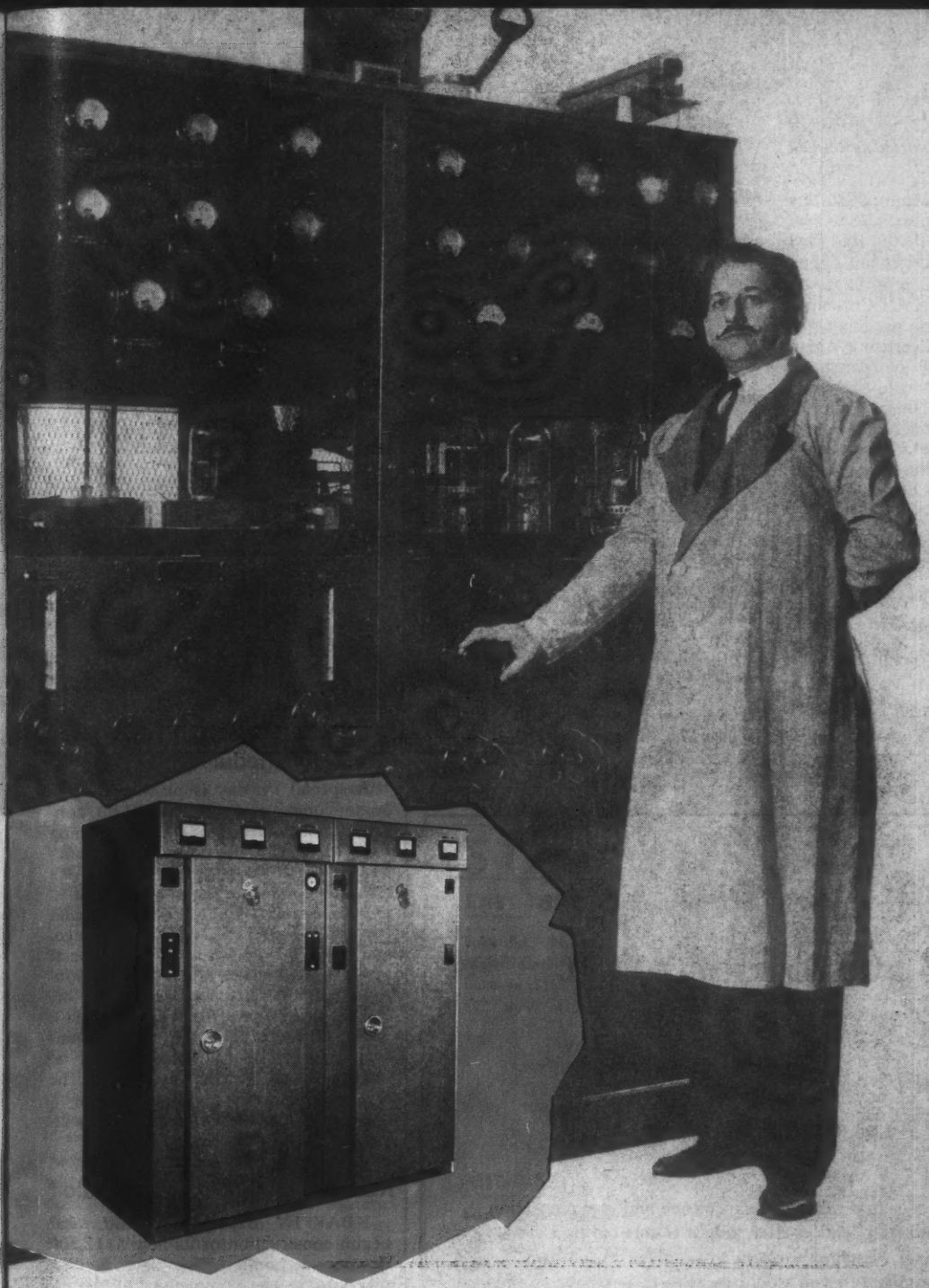
Analysis proves that in San Francisco, a two-station combination must first include KEWB, then another of the top four stations, to reach the greatest number of unduplicated homes at the lowest cost per thousand.

Source: A.C. Nielsen, one-week cume, 6 AM-7 PM, 24 annets. Mar-Apr 1960, San Francisco/Oakland NSI Report.

national representatives: The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORP.

A SOUND CITIZEN OF THE BAY AREA



5,000 TRANSMITTERS AGO . . .

this fellow had 21 gauges, 12 hand controls, and numerous switches that required constant manipulation and frequent checking just to stay on the air.

TODAY'S LATEST TRANSMITTER,

Continental's 315B/316B 5/10 KW AM transmitter features push-button control for unattended operation, instantaneous power cut-back to 1 or 5 KW and tuning that is instant and reliable.

Get the details on tomorrow's transmitter today. It will be operating reliably 5,000 TRANSMITTERS FROM NOW . . .

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4212 South Buckner Boulevard ■ Dallas 27, Texas ■ EVergreen 1-1135 SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KRSI Minneapolis, Minn.: Sold by William E. Schons and associates to Red Owl Stores Inc. for $330,000. Red Owl is Minneapolis-based food chain. Upon FCC approval, station will have on board of directors John C. Cornelius, former executive vice president of BBDO and Osborne Advertising Agency and now president of American Heritage Foundation; Donald McNeely, St. Paul Terminal Warehouse; Erling E. Rice, Lawrence Rixe and Michael McMahon, Red Owl Stores. Mr. Schons will continue with station in executive capacity. KRSI is 1 kw day on 950 kc. Broker was Blackburn & Co.

▪ KFML-AM-FM Denver, Colo.: Sold by Evert Bancker and associates to Fine Arts Broadcasting Co. for $260,000. Fine Arts is subsidiary of Televents Inc., Denver, headed by Carl M. Williams and Bill Daniels, which holds cps for vhf television outlets in Gallup, N. M., and Lamar, Colo. KFML is 1 kw daytime on 1390 kc; KFML-FM operates on 98.5 mc, with 2.35 kw.

▪ WLOW Portsmouth, Va.: Sold by Joseph Maloney and associates to Tim Elliot and group for $250,000. Mr. Elliot owns WICE Providence, R. I. WLOW is 250 w on 1400 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ KRKD-AM-FM Los Angeles, Calif.: Sold by Jack D. Feldman, Al Zugsmith, Frank Oxarart and estate of Robert A. Yeakel to International Church of Foursquare Gospel for $1.5 million. Church already owns non-commercial KFSG Los Angeles which shares time on 1150 kc with KRKD; it is headed by Dr. Rolf K. McPherson, with broadcast station under management of Dr. M. D. Buchen. Upon consummation, KRKD will apply for full-time operation with KFSG permit being surrendered.

▪ WRAW Reading, Pa.: Sold by Robert S. Reider and associates to William F. Rust Jr. and Ralph Gottlieb for $307,000. Messrs. Rust and Gottlieb are principal owners of WKBR-AM-FM Manchester, WTSN Dover and WKBK Keene, all New Hampshire; WAEB Allentown and WNOW-AM-FM-TV York, both Pennsylvania. Charles Weiland, a present WRAW stockholder, will continue as 15% stockholder in new ownership. Chairman Newton N. Minow did not participate; Commissioner Robert T. Bartley dissented, voting for a hearing.

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

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WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Shreveport tv stations to switch networks

The realignment of television network affiliations in the Shreveport, La. area became official last week with announcement that KTBS-TV Shreveport would switch its primary affiliation from NBC-TV to ABC-TV on Sept. 3. KTAL-TV Texarkana-Shreveport (formerly KCMC-TV Texarkana, Tex.) was reported earlier to have signed to move from ABC-TV to NBC-TV, and it was assumed then that KTBS-TV would go to ABC-TV (BROADCASTING, March 6). KSLA-TV is the CBS-TV primary affiliate in Shreveport.

The KTBS-TV move was announced by E. Newton Wray, president and general manager of the station, and Julius Barnathan, ABC vice president for affiliated stations. KTBS-TV is on ch. 3, KTAL-TV is on ch. 6 and KSLA-TV is on ch. 12.

Fm day scheduled May 7

A special fm day is planned May 7 on the opening day of the NAB convention in Washington, D.C., running from May 7-10. Planning the fm function is a subcommittee of the NAB's fm radio committee including Everett L. Dillard, WASH (FM) Washington, and Fred Rabell, KITT (FM) San Diego. Mr. Dillard is chairman of the association's fm committee and will be responsible for the afternoon session. Mr. Rabell, president of the National Assn. of Fm Broadcasters, the sales promotion arm of the fm industry, will be in charge of morning activity. The subcommittee was appointed during a meeting of the fm committee in Washington, March 10.

KBAK-TV building new studio

KBAK-TV Bakersfield, Calif., has begun construction of its new $112,500 downtown home. The new facility, scheduled to be completed by June 1, is said to have more than double the space of the station's current main studio.

Overall cost of the operation (building, land, equipment and the impending transmitter site move) has been set in excess of $500,000 according to Ed R. Tabor, vice president and general manager.

The ch. 29 station is owned and operated by the Reeves Broadcasting & Development Corp., New York. Licensee is Bakersfield Broadcasting Co.

Collins wants 'high level' shows on tv

The television industry was urged last week by NAB President LeRoy Collins to eliminate "excessive violence" from programs and to improve the amount of "very high-level programming" in prime time.

Mr. Collins embodied these recommendations in a talk before the Radio & Television Executives Society of New York last Wednesday (March 15). Specifically, he called on the three television networks to present an agreed-upon amount of "quality programming" each week. He indicated that a combined total of six hours a week of such programs in prime time would be satisfactory. (CLOSED CIRCUIT, March 13).

The three television networks issued statements at the conclusion of Gov. Collins' talk, and generally endorsed the comments made by the NAB president. NBC issued a lengthy statement applauding Gov. Collins' remarks and pointed to "a large volume" of informational and cultural programming it has scheduled for the coming season.

The CBS statement that followed was terse: "We support Gov. Collins' objectives and look forward to the day when they can be realized." ABC cited its Winston Churchill series, *Closeup!* and *The Flintstones* as examples of the "quality programming" the network is carrying and pointed out that ABC-TV is against the "portrayal of horror or violence for its own sake."

He stressed that any effort to upgrade tv programming would be the concern of various facets of the industry and he cited such groups as the networks, the film producers, the stations and the advertisers as partners in "a cooperative venture." He added:

"If this degree of cooperation requires clearance from the Dept. of Justice, we shall try to get it."

Mr. Collins acknowledged that the "staple" of television programming will consist of the western, situation comedy, detective stories and variety shows, but he was firm in the view that "quality product" can succeed.

"The well-written, well-produced series will more and more attract a larger audience and bring a larger return than second-rate efforts," Mr. Collins declared. "To the extent that education and recognition can further this desirable emphasis on quality, broadcasters should utilize both."

He pointed out that although the broadcaster makes the final responsibility for the quality and the scope of broadcasting service, the advertiser and his agency can—and do— play an "important part in helping broadcasters to fulfill that obligation." He urged advertisers and their agencies to place their influence in program selection "on the side of quality and integrity." He also exhorted them to maintain advertising copy standards of "good taste."

Mr. Collins conceded that "broadcasting's house never will be in perfect order," but he urged the industry to assume "moral responsibility" and to show "highly dedicated and competent leadership."

WOWW begins broadcasting

WOWW Naugatuck - Waterbury, Conn., started broadcasting Feb. 26. Owned by Naugatuck Valley Service Inc., WOWW operates on 860 kc with 250 w daytime. Its national representative is Walker-Rawalt Co., New York. John T. Parsons is president and general manager.

Catv systems change hands

The sales of two community tv systems have been announced.

Leadville, Colo., system, with 800 subscribers has been sold to Televents Inc., a group owner of five other catv systems in Colorado, for $98,000. Televents total subscriber list is brought to over 3,000 with this purchase. The company is owned by Carl M. Williams, Bill Daniels and others.

With 330 customers, the Coleman, Tex., system has been sold to Charles Nolen, oilman and rancher, for $85,000.

Both transactions were handled by Daniels & Assoc.

NAB to elect 13 radio board members

Ballots for the election of 13 members of NAB's Radio Board will be mailed March 22. Listed will be 27 nominees for the 13 vacancies, with all ballots to be returned by April 6 and announcement of the results to be made April 7.

The winners will succeed 13 broadcasters now on the 29-member board whose terms expire May 10 at the conclusion of the NAB convention to be held in Washington May 7-10.

Nominees' recommended to run by colleagues in their district, are as follows (asterisk indicates incumbent):

District 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)—Richard E. Adams, WKOX Framingham, Mass.; Carleton D. Brown, WTVL Waterville, Me.

District 3 (Delaware, Eastern and Western Maryland, Pennsylvania, West Virginia)—*John S. Booth, WCHA

STATIONS FOR SALE

EAST—$170,000.00

Beautiful, New England property. Major market in *that* area. Asking between $160,000.00 to $170,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$95,000.00

DAYTIMER

Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radioman's dream.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest fulltimer with metropolitan area population of 140,000. This station needs strong management to return it to top position in the market. Price is negotiable with down payment of $115,000.00 necessary. Owners anxious for fast sale.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$105,000.00

Pacific Northwest fulltime radio station grossing in excess of $5,000.00 monthly. Has heavy fixed assets including own land and building. Priced at $105,000.00 with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

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Chambersburg, Pa.; Roy E. Morgan, WILK Wilkes-Barre, Pa.

District 5 (Alabama, Florida, Georgia, Puerto Rico)—James L. Howe, WIRA Fort Pierce, Fla.; Malcolm Street, WHMA Anniston, Ala.

District 7 (Kentucky, Ohio)—Paul F. Braden, WPFB Middletown, Ohio; Hugh O. Potter, WOMI, Owensboro, Ky.

District 9 (Illinois, Wisconsin) — George T. Frechette, WFHR Wisconsin Rapids, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Egmont Sonderling, WOPA Oak Park, Ill.

District 11 (Minnesota, Eastern North Dakota, Eastern South Dakota) —Ross E. Case, KWAT Watertown, S.D.; *Odin S. Ramsland, KDAL Duluth, Minn.

District 13 (Texas)—*Boyd Kelley, KRRV Sherman; Dave Morris, KNUZ Houston.

District 15 (Northern California, Hawaii, Nevada)—John Cohan, KSBW Salinas, Calif.; *B. Floyd Farr, KEEN San Jose, Calif.

District 17 (Alaska, Oregon, Washington)—Lee Bishop, KORE Eugene, Ore.; Ray Johnson, KMED Medford, Ore.

Large Stations—John H. DeWitt Jr., WSM Nashville, Tenn.; John S. Haves, WTOP Washington, D.C.

Medium Stations—*Rex Howell, KREX Grand Junction, Colo.; Willard Schroeder, WOOD Grand Rapids, Mich.

Small Stations—*F. E. Lackey, WHOP, Hopkinsville, Ky.; Ben B. Sanders, KICD, Spencer, Iowa.

Fm Stations—Fred Rabell, KITT-(FM) San Diego; Ben Strouse, WWDC-FM Washington.

ABC News to open Rio bureau

ABC News is establishing a news bureau in Buenos Aires, headed by Robert N. Lindley, who has been a South American correspondent for ABC Radio and NBC-TV for the past eight years. ABC's announcement followed by a few days NBC News' announced plan to open two new bureaus—one in Buenos Aires and the other in Rio de Janeiro (At Deadline, March 13, 1961). The move is James C. Hagerty's first in the international field since he began as ABC vice president in charge of news, special events and public affairs.

WITN-TV builds new tower

Construction has started on the new 1,521 foot tower of WITN (TV) Washington, N. C., at its Grifton site. The tower is described as the tallest manmade structure in the state. General Electric Co., Syracuse, and Dresser-Ideco Co., Columbus, are the contractors for the job. The new tower, it is said, will be able to withstand hurricane winds of 175 miles per hour. The present 919-foot tower, in use since the station went on the air in 1955, will be used as an auxiliary unit.

Carry a big stick

Fulton Lewis jr., Mutual Broadcasting Co. news analyst, last week was honored by the Irish-American War Veterans for his "long-standing, continual campaigning in behalf of American principles of freedom and democracy." He received the symbolic award—a shillelagh. Presenting the Erin-created walking stick to Mr. Lewis is William Hickey, Washington Commander of the IAWV.

Boost in gross reported by Wometco Enterprises

Wometco Enterprises Inc., broadcaster-movie chain-vending machine operators in Florida, reported a gross income in 1960 of $12,673,650 and a net income of $1,013,429 ($1.01 per share).

This compares with a gross income in 1959 of $10,396,241 and net income of $707,550 (79¢ per share). In 1959, Wometco also had non-recurring gains of $228,786 (24¢ per share).

The company reported that 42% of its income was paid out in dividends in 1960.

Consolidated balance sheet for Wometco showed total assets of $14,774,-990, with an excess of current assets over current liabilities of $2,084,543 at the end of 1960.

During last year, Wometco expanded its holdings by acquiring the Miami Seaquarium, a Pepsi-Cola bottling franchise in the Bahamas, an indoor playland in Fort Lauderdale and a new theatre in Miami. It also contracted to purchase KVOS-TV Bellingham, Wash., for $3 million.

Wometco, which is sold over the counter, owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla.; theatres in Miami, West Palm Beach and Tampa and vending and in-plant feeding activities in south Florida and Jacksonville. Annual stockholders meeting is scheduled for April 10 in Miami.

Radio-tv winners of Headliners awards

The 1961 National Headliners Club awards for journalistic achievement in all media, announced last week, showed broadcasters scoring heavily in the honors department.

Individually they were: The NBC-TV *Huntley-Brinkley Report* for consistently outstanding television network telecasting; WAGA-TV Atlanta for consistently outstanding editorials by a local television station; WTVJ (TV) Miami for consistently outstanding local coverage of news events; WTAE (TV) Pittsburgh, the public service by a local television station award for its comprehensive public service program and specifically for "Time for Decision," taking a stand on area problems.

Other awards: CBS News and George Markham, cameraman, for consistently outstanding newsreel coverage of news events as exemplified by the film coverage of the anti-DeGaulle riots in Algeria; Edward P. Morgan, ABC News, for consistently outstanding network radio newscasting; KCBS San Francisco for consistently outstanding radio editorials and specifically for its program, *Before It's Too Late . . .*; WSAC Fort Knox, Ky., public service by a local radio station as exemplified by its campaign on deplorable sanitation conditions in a school; KBOX Dallas for consistently outstanding coverage of local news events on radio.

The awards will be made at a luncheon April 8 during the 27th annual Headliners Frolic at the Ritz Carlton Hotel, Atlantic City, N. J.

Medicine by global tv predicted by Sarnoff

Brig. General David Sarnoff, RCA board chairman, last week predicted a bright future for television, particularly color television, in the field of medicine. He sees a "medical school of the world," which he asserted "will permit round-table discussions among medical experts anywhere on the globe."

The world medical school was one of three major proposals by the RCA chairman at the closing general session of the 1961 National Health Forum Thrusday in New York. He proposed a closer working relationship

between medicine and the electronic media.

"The more closely we work together, General Sarnoff said, "the more effectively we can contribute to 'better health' for all mankind." In another suggestion, he expressed certainty that the electronics industry would "cooperate wholeheartedly" with the American Medical Assn. in a joint study to consider the feasibility of a national medical clearing house.

The National Health Council's forum on "Better Communication for Better Health," attended by some 700 delegates, also heard Gen. Sarnoff call for a closed-circuit radio network that would link 100,000 to 200,000 doctors' offices, hospitals and medical schools in principal metropolitan centers. RCA, he said, has done exploratory work on an fm multiplex system for a private network to carry medical news at specified times daily.

Debenture issue set by C-C to buy WMGM

Crowell-Collier Publishing Co., which recently agreed to pay a record $11.1 million for WMGM New York to Loew's Theatres Broadcasting Corp., (BROADCASTING, Oct. 17, 1960) intends to finance the purchase through a debenture issue. The company is offering $12 million in debentures to holders of its common stock on the basis of $100 principal amount of debentures for each 25 shares of their common stock.

The proposal was filed with the Securities & Exchange Commission last week. Any debentures not subscribed for by stockholders will be offered for public sale through an underwriting group headed by Carl M. Loeb, Rhoades & Co.

The debentures' interest rate, record date and subscription price will be supplied by amendment. Under terms of the WMGM purchase the issue will enable the company to repay notes and bank loans and will free capital to put in its educational publishing endeavors. The debentures are not due until 1981.

In its SEC statement C-C listed its broadcast sales income for the year ended Aug. 31, 1960 as $3,539,000, compared with $2,470,000 for 1959. This is less than 10% of the company's total gross sales.

Crowell-Collier Broadcasting Division owns KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul. Listed in the proposal was the amount of equity each station held in the parent company's profit or loss for the year ended Dec. 31, 1960.: KFWB, $931,894 profit; KEWB, loss of $68,957; KDWB, loss of $346,700.

Robert M. Purcell heads the C-C broadcasting activities. Under a con-

A BRIGHT, NEW CHILDREN'S TELEVISION SERIES IN COLOR!

DAVEY AND GOLIATH

A TELEVISION PRODUCTION OF THE UNITED LUTHERAN CHURCH IN AMERICA

★★★★IT'S A HIT WITH PROGRAM PEOPLE!★★★★"WOW! THE CHILDREN WILL LOVE THESE SHOWS." *Doug Martin*, WCHS-TV, *Charleston, W. Va.* ★★★★★★"EXCELLENT. I'M SURE DAVEY AND GOLIATH WILL ATTRACT A SIZEABLE AUDIENCE FOR US." *John Day*, WHDH-TV, *Boston.*★★★★WBKB IS HAPPY TO HAVE IT ON THE AIR." *D. B. Schuffman*, WBKB, *Chicago* ★★★★★★GREAT WARMTH AND APPEAL! WE'RE FEATURING DAVEY AND GOLIATH IN OUR SATURDAY MORNING CHILDREN'S PROGRAM LINE-UP!" *Tom Severin*, WMAR-TV, *Baltimore* ★★★★★★★★★★

How to schedule DAVEY AND GOLIATH

GET IN TOUCH WITH YOUR LOCAL COUNCIL OF CHURCHES

or, write, wire, or call collect The Broadcasting and Film Commission

THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

475 Riverside Drive, New York 27, N. Y. RIverside 9-2200, Extension 2251

They're anticipating greater harmony

Apparent happy relations among broadcasters, community tv operators and Congress may be presumed from the smiles of (l to r) LeRoy Collins, NAB president; William Dalton, National Community Tv Assn. president; Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Sandford F. Randolph, Clarksburg, W. Va., NCTA chairman. The gathering took place at a reception last week in Washington during a meeting of the NCTA executive committee.

Principally occupied with association organization and budget, the executive committee also iterated its opposition to any legislation to place catv under the FCC (as proposed by the FCC in special cases), approved the Magnuson bill (to give each state $1 million for educational tv) and approved preliminary plans for the 1962 NCTA convention in Washington. The association's 1961 convention will be June 19-23 in San Francisco.

Commenting on the FCC-proposed legislation on catv submitted to Congress last month, Mr. Dalton said progress is being made through voluntary broadcaster-catv cooperation. "I am confident," he said, "that self regulation rather than legislation is the ultimate key to harmony between catv operators and local tv stations." He indicated there are now only about five "co-location" situations still to be solved; at one time there were over a dozen markets where catv systems duplicated local tv stations' network programs by bringing in tv signals from outside the community.

tract dated Jan. 1, 1960, he gets an annual salary of $40,000. He also receives deferred contingent compensation of $50,000 during the five-year perieod Jan. 1, 1961, to Dec. 31, 1965, in addition to $833.33 monthly for each month he serves with C-C through Dec. 31, 1964. The last amount will be paid over the period 1966-1970. An incentive bonus arrangement will pay him another $10,000 for 1960 if the company's broadcasting net income is $5.5 million in 1960 and the same for each subsequent year it grows in $500,000 increments through 1964. The contract is subject to standard employment clauses.

Media reports...

Honored ▪ Lee Fondren, station manager and director of sales of KLZ Denver, was presented with a certificate of membership in Alpha Delta Sigma fraternity at the U. of Colorado. He was presented with his membership by Lowell Thomas, for whom the chapter is named.

Sebring races on tv ▪ The Sports Car Endurance Races at Sebring, Fla., March 25, will be televised in color by the six Triangle tv stations. The coverage will be available to other stations throughout the country. Coverage wil also include radio. Charles Beidler, president, Porsche Club of America, will do the tv commentary. The Triangle stations are WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV Binghampton, N. Y., WFBG-TV Altoona, Pa., WLYH-TV Lebanon, Pa., and KFRE-TV Fresno, Calif.

WEMJ to CBS Radio ▪ WEMJ Laconia, N.H., will join CBS Radio as an affiliate on April 9. WEMJ is a new station which begins its broadcasts simultaneously with its affiliation with the network. It operates full time with a power of 250 w on 1490 kc. Owned and operated by the New Hampshire Broadcasting Corp. the station is managed by Irving W. Kaizer.

Tower replaced ▪ WKSK West Jefferson, N. C., has replaced a broadcast tower which wind blew down Feb. 26. The station stayed on the air with temporary facilities while it raised the new tower.

Storer switch ▪ Storer Broadcasting Co. has appointed McCann-Marschalk, Miami, to handle its corporate advertising with Robert Crane as account supervisor. McCann - Marschalk replaces Peter Finney Adv., that city, as Storer's agency. Stanton P. Kettler, executive vp of Storer, said that the seven radio and five television stations in the organization would retain their present local agencies.

Helpful manual ▪ Mohawk-Hudson Council on Educational Television, Schenectady, N.Y., announces the availability of "Producing Your Educational Television Program," a 95 page illustrated book. Published under a grant from the General Electric Co., the book sells for $1. It may be obtained by writing to Mohawk-Hudson Council.

Donation ▪ WOOD-AM-TV Grand Rapids, Mich., kicked off a "Buck-A-Brick" campaign fund for the new Grand Valley College there with a $10,000 contribution. Williard Schroeder, the station's president and general manager, made the donation. He also appeared on *Panorama* on WOOD-TV, urging the public to back the drive with contributions.

New fm station ▪ WAUX-FM Waukesha, Wis., on 106.1 mc, has begun operations. Broadcasting simultaneously with WAUX until 6 p.m. sign off, WAUX-FM then programs good music until midnight. The station is owned by Mig Figi and Charles Williams.

More MBS affiliates ▪ Mutual reports that four stations have joined as affiliates. They are: WPBC Minneapolis-St. Paul: WTYM East Longmeadow, Mass.; WMGY Montgomery, Ala., and WNDR Syracuse (nighttime only).

Adds 15 ▪ Keystone Broadcasting System, Chicago, has announced the addition of 15 new affiliates, to bring the transcription network's total to 1,125. Additions include: WILZ St. Petersburg, Fla.; KSKI Sun Valley, Idaho; KNIA Knoxville, Iowa; KWVY, Waverly, Iowa; KKAN Phillipsburg, Kan.; KEUN Eunice, Iowa; WEMD Easton, Md.; WLST Escanaba, Mich.; WGHN Grand Haven, Mich.; KGMT Fairbury, Neb.; WSMN Nashua, N. H.; KARA Albuquerque; WLLY Wilson, N. C.; WSNO Barre, Vt., and KPKW Pasco, Wash.

THAT WCKY SURE

drums up

BUSINESS IN CINCINNATI

Standard Rate can tell you the watt-power of a radio station. But it takes a local merchant—the butcher, the baker or the candlestick maker—to know its sales-power. Take Cincinnati for example. Regional advertisers by the score—ones who know the score—will tell you that if you want to take Cincinnati by storm, take WCKY. Daytime or nighttime—3 o'clock in the morning or 5 in the afternoon—WCKY drums up a storm of sales up and down the billion dollar Ohio River Valley . . . at a cost-per-million-Nielsen-homes so low it looks like it's a mistake. The men from AM Radio Sales beat the drums for WCKY—Cincinnati.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

Ampex, RCA reveal economy priced vtr

The economy-model tape recorder has arrived—but only for closed circuit usage.

Both Ampex, the developer of the first video tape recorder in 1956, and RCA last week announced new low cost, economical, simplified models for industrial, educational and government closed circuit use. Price for the Ampex single recording and reproducing head is $20,400, less than half the price of the broadcast model. The Ampex model was demonstrated last Tuesday (March 14) in Redwood City, Calif. RCA's announcement said only that the simplified model would be priced at half that of the broadcast model.

A Japanese video tape recorder is scheduled to be displayed at the IRE convention in New York this week.

Radio set sales drop 75% in post-Christmas slump

Retail sales of radio sets in January took a post-Christmas dive to one fourth the previous month's totals, EIA reported last week. In January, 580,680 radios were sold at retail, compared with 2,378,853 in December 1960. Tv set sales also dropped, almost to half. In January 399,791 tv receivers were sold, compared with 768,140 in December 1960.

EIA announced these figures:

PRODUCTION

Period	Tv	Radio
Jan. 1961	367,935*	1,090,073**
Dec. 1960	405,469	1,521,734

SALES

Jan. 1961	399,791	580,680***
Dec. 1960	768,140	2,378,853

*Includes 25,270 tv sets with uhf tuners.
**Includes 387,136 auto radios, and 50,421 fm receivers.
***Excludes auto radios.

Setmakers still oppose mandatory all-channel tv

Tv manufacturers still oppose any legislation to require them to make all-channel tv receivers.

This was the word from Edward R. Taylor, Motorola executive vice president for consumer products, during the spring conference of the Electronic Industries Assn. in Washington last week.

Mr. Taylor, speaking as chairman of EIA's consumer products committee, said the association has always been against such a requirement.

Too many people would have to pay extra for something they can't use, Mr. Taylor said. EIA also opposes the suggested legislation on principle, Mr. Taylor added. "We're against the government telling us what to make, or making the public buy something it doesn't need." He estimated that the inclusion of uhf tuning in a vhf receiver would cost the consumer $25 to $35 more per set.

The FCC proposed legislation to the Budget Bureau, for relay to Congress, that would require that all tv receivers receive both vhf and uhf signals.

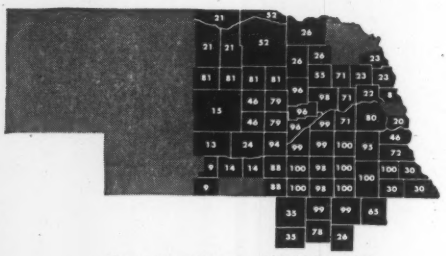
The answer to the uhf problem, Mr. Taylor stated, is for the government to settle the spectrum allocation situation finally and completely. At present, he said, manufacturers cannot be certain that the tv allocation is permanent.

"We do make uhf receivers," Mr. Taylor said, "for those who live in uhf areas. They're good receivers and the people who buy them are getting a good picture." He saw no great advances in uhf receiving equipment in the near future.

Mr. Taylor said he believes color tv will become a marketable product upon

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....69,700 homes
Father Knows Best..77,700 homes
6:00 p.m. News...76,000 homes
10:00 p.m. News..64,000 homes

*February Lincoln NSI

Focus your attention on Nebraska's television markets, and you'll see there are just two big ones—the extreme East and Lincoln-Land.

Three top TV stations compete for viewers' attention in the Eastern market —obviously dividing it three ways. But in Lincoln-Land just *one* station really covers the area—that's KOLN-TV!

More than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time, according to latest Nielsen. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Avery-Knodel will give you the complete story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Folzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

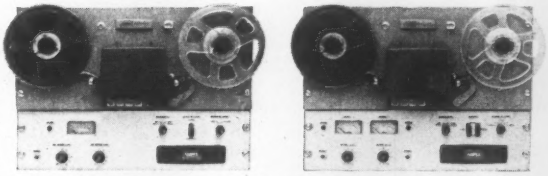
KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

AN AMPEX FOR EVERY PROFESSIONAL NEED

In sound quality... in features... in lasting economy... these four Ampex professional recorders maintain the highest performance standards for broadcasters, recording studios, educators and other critical users. For 7" reel requirements—the PR-10 series—newest in studio quality compact recorders, priced from $845. For 10½" reels—the 351/354 series—proven by more than 10,000 units in use throughout the world. Other 10½" Recorders include the 300 series multi-channel Mastering series with up to 8 tracks. Your Ampex dealer will aid you in selecting the Ampex which best fits your needs. And ask him about the new Ampex Finance and Lease Plans.

7" REELS

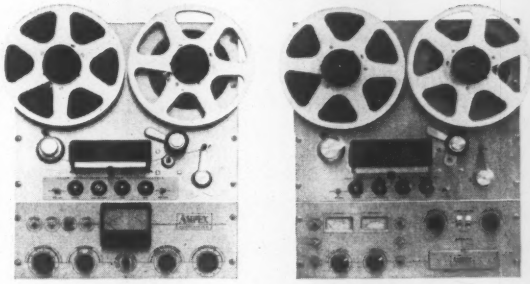
THE PR-10-1 MONOPHONIC,
Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



THE PR-10-2, STEREO/MONO
Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

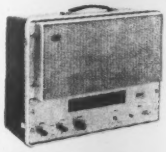
10½" REELS

THE AMPEX 351 MONOPHONIC
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.



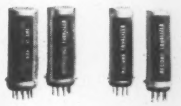
THE AMPEX 354, STEREO/MONO
Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

ACCESSORIES AND ASSOCIATED EQUIPMENT

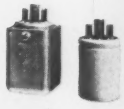


MONITOR SYSTEM
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.

STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.

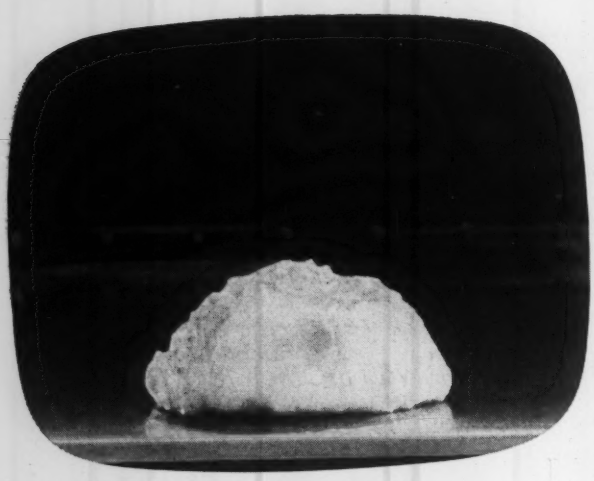


PLUG-IN INPUTS
match various inputs. Balanced bridging or mikes.

AMPEX

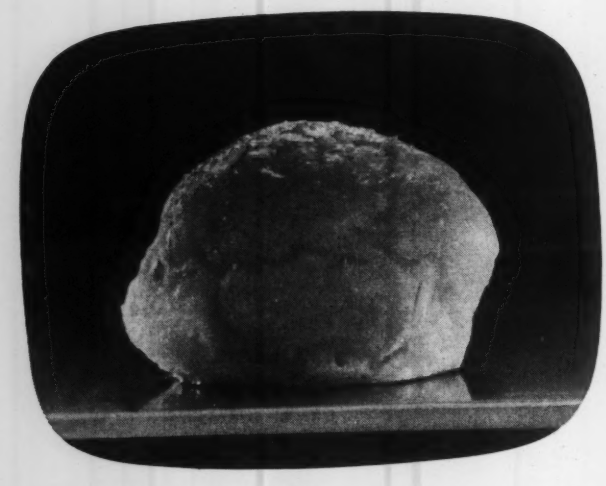
Complete descriptive literature also available on 300 series Mastering Recorder and High Speed Duplicators from Ampex. Write Dept. B-3

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter Street, Redwood City, Calif.* • *Ampex of Canada Ltd., Rexdale, Ontario*



Right before your eyes . . .

UP . . .



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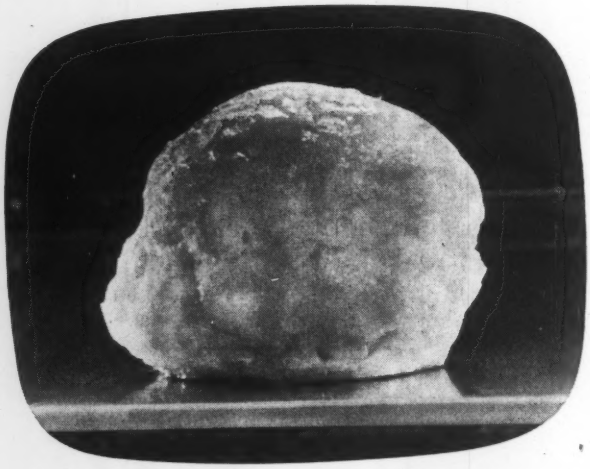

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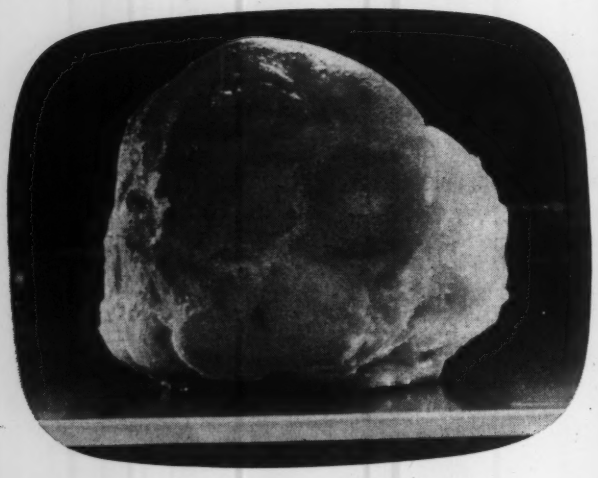


UP . . .

UP . . .

FILM does the "impossible"!

Think of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden shells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that packs minutes into seconds . . . magic that's possible *only with film!*

But that's only part of the story! Only part of the reason why so many advertisers are turning (or returning) to film. For film *and film alone,* gives you the optical effects you must have . . . gives you commercials—crisp, vivid, exciting—the way you want them—*and when!*

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
General Foods Corp.
AGENCY:
Young & Rubicam Inc.
PRODUCER:
MPO Videotronics

NEW AGENCY AT BAT

Roulette held payola counts from stock filing, says SEC

"The 'payola' inquiry has now been completed. Legislation has been formulated to eliminate this costly industry practice."

The foregoing statement, submitted by Roulette Records Inc., New York, when it filed for a public stock offering, doesn't tell the whole story, the Securities & Exchange Commission charged last week, in holding that Roulette's omission of its own special payola troubles from the filing violates the agency's anti-fraud provisions.

The SEC has ordered a temporary suspension of Roulette's filing to offer the public 100,000 shares of stock at $3 per share. Roulette has asked for a hearing on the suspension, but no date has been set by the SEC.

The SEC felt Roulette's Regulation A filing (which exempts a company from regular registration if the issue does not exceed $300,000) was false and misleading in making no reference to payola proceedings against the company by the Federal Trade Commission, to sanctions the FTC may take or to other possible consequences of the FTC charges .

The SEC also deplored the lack of material facts about "the acts, practices and methods by which [Roulette] has promoted the sale of its products," and the effect these methods would have on its sales. Roulette is one of 11 record companies and distributors charged with payola practices which have not agreed to an FTC consent order.

The SEC also questioned Roulette's financial statements, holding they don't follow "generally accepted accounting principles and practices." The SEC cited Roulette's writeoff of goodwill to earned surplus; amortization of the costs incurred in creating "master" records, and treatment of amounts paid to certain artists as advance royalties.

Registration Withdrawn ▪ Roulette filed a full registration statement one year prior to the suspended Reg A filing (BROADCASTING, Sept. 7, 1959). This statement sought to register 330,000 shares of common stock at $3.50 per share. It was withheld from public offering at Roulette's request and in March 1960 the company got SEC permission to withdraw it. In a letter to the SEC the company stated that an "unfortunate adverse climate [was] affecting the entire record industry. Accordingly it appears to be extremely difficult, if not impossible, at this time to make a public offering of the company's stock." The original underwriters had withdrawn and Roulette said it was unable to find others. This was during the House Legislative Oversight Subcommittee's payola proceedings.

Financial statements in the 1959 registration statement for the year ended Dec. 31, 1958, differed sharply from the 1960 filing. Final net in the former showed $144,021.78 loss as compared with $301,405.20 profit in the 1960 filing covering the same period.

In the 1959 registration the company was optimistic: "The Corporation's experience and technical abilities are such as to enable its products to gain increasing acceptance from the buying public." This prediction was issued before the payola hearings.

In the later (1960) filing Roulette

ON THE AIR

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 20-24, 27-29 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 20-24, 27-29 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 20-24, 27-29 (10:30-11 a.m.) **Play Your Hunch,** part.

March 20-24, 27-29 (11-11:30 a.m.) **The Price Is Right,** part.

March 20-24,27-29 (12:30-12:55 p.m.) **It Could Be You,** part.

March 20-24, 27-29 (2-2:30 p.m.) **The Jan Murray Show,** part.

March 20-23, 27-29 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 21 (10-11 p.m.) **Our Man in Hong Kong,** sust.

March 22, 29 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 22, 29 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 23 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 24 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine & Sons, through William Esty, Eastern U. S., and co-op.

March 25 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 25 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 25 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 26 (3-5 p.m.) **NBC Opera** ("Boris Godunov"), sust.

March 26 (6-6:30 p.m.) **Meet the Press,** co-op.

March 26 (6:30-8 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

March 26 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Jim Ameche—the national d. j. with the local approach

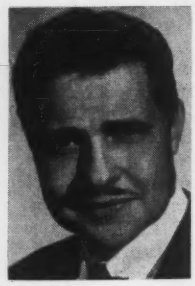
"Radio today is healthier than ever before. Not only are advertisers putting more money into radio year after year, but unlike the 'good old days' before television, these dollars are being widely distributed among local stations instead of being largely concentrated at the network level."

So said Jim Ameche. And Mr. Ameche ought to know. He's been in radio since the early 1930's when he started as an announcer in his home town, Kenosha, Wis. In Chicago in 1933, he got his first big break when he won the title role in the original *Jack Armstrong* series. For 20 years he starred in such network shows as *Grand Hotel, First Nighter, Big Sister, Hollywood Playhouse, Lux Radio Theatre*—the list could go on and on. In 1950, when radio responded to television by turning from drama to disc jockeys, Jim started a record show on WJJD Chicago.

Three years later, he moved to Hollywood to become one of the "Big Five" deejay team at KLAC, staying at that station until a change in format brushed out the personalities in one fell swoop. But some months earlier Jim had started taping a record program for KPAL in the lush tourist town of Palm Springs, Calif. Broadcasters from other towns, vacationing there, heard the show and asked if they could get similar service. Out of KLAC, Jim decided to become a national local deejay on tape as well as a network announcer (*The Amos 'n' Andy Show*).

Today, scores of U.S. radio stations, scores more in other countries, broadcast *The Jim Ameche Show* for an hour or two hours or more five days a week. Actually, there are four *Jim Ameche Shows,* one featuring middle-of-the-road music with lots of vocal recordings, another a "Top Tunes" program with the best selling discs of the moment, the third a "pops concert" of light classics and the fourth a "long hair" concert of pure classical music. The first three are two-hour shows; the fourth, one hour, and all are programmed for five-day-a-week broadcasting, making a total of 35 hours a week.

What He Does ▪ Jim introduces each musical selection. He delivers station break announcements, time and weather reports, station promo spots and the commercials of the local advertisers of the station, just as if he were physically present in the studio at the time of the broadcast. And to the average listener, he is. Typical is a letter from a lady in Florida who expressed concern over indications in his voice that he was coming down with a cold and sympathetically urged him to try a time-tested family remedy.



Jim Ameche

Actually, the programs are prepared in what was once the guest house on Jim's property in Sepulveda, Calif., a half-hour by freeway from Hollywood. Here are the shelves that hold a library of some 75,000 records. Here are the turntables on which the records are played, the machines which transfer the music and Jim's announcements to audio tape (Scotch 200) at 7½ ips and which copy the original tapes onto duplicates at very high speed, the control room in which the engineers see that the tapes are technically correct, the announce studio, the office and the shipping room. Here, the 11 employes of Jim Ameche Productions rub elbows so tightly that the garage is now being converted into additional business quarters.

Each evening, the Ameche station wagon takes a load of tapes to the post office, each tape packed in a specially designed carton of fiberboard with metal edges. "We don't bicycle any tapes," Jim explained. "Each station gets its own tapes, all mailed the same day, 10 days in advance of the broadcast date. We operate on a five-week cycle: the first week the program's being prepared, the second it's in the mail going to the stations, the third it's being broadcast, the fourth it's on its way back to us and the fifth is just in case there's a delay somewhere along the line."

No Editing Needed ▪ There's no occasion for the stations to edit or tamper with the tapes in any way, so they are not damaged and many of them are still in use after more than four years, Mr. Ameche said, commenting, "There's no reason they shouldn't be as they don't average more than nine or 10 plays a year."

Jim Ameche Productions now serves more than 200 stations, 67 directly, the remainder through Armed Forces Radio Service, with from five to 20 hours of programming per week. No station subscribes to more than two of the programs. Rates vary from station to station, market to market, ranging from $50 a month to $600.

Mr. Ameche is planning to expand his service by adding other personalities to what has so far been a one-man program operation. A pop personality show with Jack Smith and a humorous deejay series with Dick Haynes will be introduced shortly. Eventually, Jim wants to have a country-and-western program and another composed of religious music.

Jim is proud of the fact that his service is operative with the various types of automation machines in general use at radio stations and states, "We're about the only organization to provide stations with personality plus programming.' Stations tell him they've been able to sell participations in his shows to national and regional spot accounts as well as local businessmen, but he says he has no interest in trying to sell any advertising himself. "There'd be too many problems of local client conflict," he noted, "and besides, I've got enough to worry about producing 35 hours of programming and getting 4-5,000 tapes into the mail every week."

said: "The Corporation's operations has shown a decline in sales and earnings. This decline is consistent with that of the record industry as a whole. Trade sources, notably *Billboard, Cash Box, Downbeat,* etc., attribute a major portion of the decline to the congressional inquiry into 'payola' which began in the latter half of the year 1959 and 'Disk Bootlegging and Thievery' of popular records."

Sales figures for the three years preceding the 1960 filing, according to that year's filing:

Year ending Aug. 31, 1958: income, $3,816,917; net, $301,405.

Year ending Aug. 31, 1959: income, $2,562,481; net, $60,584.

Year ending Aug. 31, 1960: income, $732,387; net, ($99,372) (loss).

TPT's southern sales office

TelePromTer Corp., New York, has created a southern regional sales office at Huntsville, Ala., to porform sales and service functions for tv stations in eight southern states, an area formerly divided between the company's eastern and central regions.

Clifford H. Paul, who has been named

manager of the new office, will also continue as contractor representative for TelePrompTer's military tv operation at the Ordnance Guided Missile School at Huntsville. Edward Basista, who joined the company in 1952, was named assistant director of technical operations. The Huntsville office is located at 2700 S. Memorial Parkway. Telephone: Jefferson 4-1902.

Columbia post-'48 films now sold to 13 stations

The sale of post-'48 Columbia Pictures' feature films in eight additional markets was announced last week. Total sales on these features now number 13, since five CBS owned-and-operated tv stations bought them two months ago.

Latest stations to sign included WTIC-TV Hartford, WOAI-TV San Antonio, WKBW-TV Buffalo, WSYR-TV Syracuse, WAPI-TV Birmingham, WTPA (TV) Harrisburg, Pa.; WHBF-TV Rock Island, Ill., and WOOD-TV Grand Rapids, Mich. Stations bought post-'48 Columbia features and, in addition, acquired a varying amount of pre-'48 Universal films. They received at least 210 of 260 post-'48s and up to 100 Universal features.

Sales on the post-'48 features are handled directly by SG's New York office.

FDR series to follow ABC-TV's 'Churchill'

ABC-TV is preparing a program series on the years that Franklin D. Roosevelt was President of the U. S. for presentation in the 1962-63 season. Thomas W. Moore, ABC Vice president in charge of tv programming, announced that Mrs. Franklin D. Roosevelt will serve as consultant on the series and also will make appearances on the programs.

The network will make use of historical materials, tape recordings, photographs and films as well as the personal papers of the late President. The series will include an opening one-hour program and 25 half-hour programs. Robert D. Graff, executive producer of ABC-TV's *Winston Churchill: The Valiant Years*, will be executive producer of the Roosevelt series. Ben Feiner Jr., producer of the Churchill series, will serve in a similar capacity on the new project.

Revenue from c-c bout $2.4 million, says Kahn

TelePrompTer Corp. reports that revenue from the closed-circuit telecost of the Patterson-Johansson heavyweight championship bout last Monday is expected to reach about $2.4 million.

Irving B. Kahn, TelePrompTer president, based the estimate on figures received from 103 of the 207 locations where the closed-circuit program was carried. Mr. Kahn thought another $1 million would come from radio, tv and motion picture coverage. (In the U. S., there was no free tv coverage, but it was carried on ABC radio.

Film sales...

Assignment: Underwater (NTA): Sold to KOB-TV Albuquerque; KERO-TV Bakersfield, Calif.; KGHL-TV Billings; KHSL-TV Chico, Calif.; KKTV (TV) Colorado Springs; KTVR (TV) Denver; KCDA (TV) Douglas, Ariz.; KEZI-TV Eugene, Ore.; KLAS-TV Las Vegas; KNXT (TV) Los Angeles; KPHO-TV Phoenix; KOIN-TV Portland, Ore.; KPIX San Francisco; KXTV (TV) Sacramento; KSL-TV Salt Lake City; KFMB-TV San Diego; KXLY-TV Spokane; KOLD-TV Tucson; KTVW (TV) Tacoma, and KIMA-TV Yakima, Wash. Now in 70 markets.

12 One-Hour Public Affairs Spectaculars (Banner Films): Sold to WNBQ (TV) Chicago; KENS-TV San Antonio; KSL-TV Salt Lake City; KOCO-TV Enid, Okla.; KTLA (TV) Los Angeles, and KTVK (TV) Phoenix.

RECOGNITION...
for KLZ Radio is not unusual, but never less welcome for this reason! When the satisfaction of doing a job well is followed by an expression of praise, the accomplishment seems more worthwhile and encourages further striving.
■ So far this year, KLZ has received two TV Radio Mirror Awards, one for "Party Line" as "Most Original Program in the Western States," the second for "Citizens By Choice" as "Best News Program in the Western States."
■ Additional recognition for KLZ came with the George Washington Honor Medal from Freedoms Foundation at Valley Forge for the "Citizens By Choice" program.
■ These awards will join many Variety and Billboard Magazine citations, an Alfred I. DuPont Award, one other TV Radio Mirror Award and many other expressions of recognition in KLZ's proud collection of trophies ... witnesses to KLZ Radio's ability to create outstanding programs and maintain its position as one of the most honored stations in America for over 39 years.
TV RADIO MIRROR MAGAZINE
FREEDOMS FOUNDATION VALLEY FORGE, PA.
HONORING KLZ RADIO 1961
KLZ radio
CBS IN DENVER
Represented nationally by KATZ

The eyes of JFK will be upon them

MONTHLY REPORTS TO WHITE HOUSE DRAWS CONGRESSIONAL IRE

Monthly reports which the President has ordered sent to him from the chairmen of seven regulatory agencies, including the FCC (CLOSED CIRCUIT, March 13), will not be released to either members of Congress or the public, White House News Secretary Pierre Salinger said last week.

Within a day after public disclosure of the executive order, the President's authority in this area was debated at length on the floor of the House and more discussion is promised for this week. And last Tuesday night (March 14) the same presidential order was the leading topic of discussion at a meeting of the D. C. Bar Assn. featuring Rep. Oren Harris (D-Ark.) and agency chairmen.

Mr. Salinger replied "No, of course not," when asked if the agency reports, due the first Tuesday of each month, would be made public. He also said that it is not planned to make them available to Congress. He said they are "executive memorandums" and as such are available to the White House only.

The President's news secretary charged that the purpose and intent of the order that the monthy reports be submitted were "terribly misrepresented" both on the floor of the House and in a Tuesday *Wall Street Journal* article which touched off the congressional debate. He said the reports were ordered for only two purposes: (1) to keep the President abreast of what the independent agencies are doing and (2) to help Mr. Kennedy in preparing for expected questions at weekly news conferences.

Worse than Sherman Adams ▪ House Republicans Tuesday characterized the actions of Sherman Adams while an assistant to President Eisenhower as "only a trifle compared to what is being attempted here by the White House . . . to influence these agencies." (Mr. Adams was publicly condemned and forced to resign for allegedly intervening on behalf of Bernard Goldfine at two of the agencies.)

Rep Wiliam Avery (R-Kan.) charged that under the new White House practice "it now becomes the accepted role of the executive to intervene—in fact, apparently to dominate—in the responsibility and jurisdiction that have been the role of what we describe as independent regulatory agencies." Rep. Avery said that "this is the boldest trespass" upon their independence since the Interstate Commerce Commission was formed.

Rep. William Springer (R-Ill.), like Rep. Avery a member of the House Commerce Committee, said that he was "completely astounded that the executive department would in any way send down to the regulatory agencies this kind of a directive in which they are attempting to seize upon the powers of these regulatory agencies." He predicted that if President Eisenhower had instituted such a regular practice, "certain members of our committee on the other side of the aisle would have made the well of this House so hot no one could have stood it."

Mr. Adams merely made inquiries of the agencies, Rep. Avery said, but "now we have the executive not inquiring but directing, if you please, every agency to file with him a report on what they have done in the month preceeding and what they expect to do in the month to follow."

Rep. Harris, who is an outspoken advocate of the congressional belief that the agencies are arms of Congress, said that he did not believe the President has any intention of attempting to gain "unprecedented power" over the FCC and other agencies. "I hope I am right in this statement," he said. He pointed out that the Constitution charges the President with seeing that the laws are executed and "I am sure this was what the President had in mind in connection with his expressed intention . . ." in ordering the monthly reports.

The presidential mandate came to his attention "just a few days" after it was sent to the agency chairmen, Rep. Harris said. "I was concerned about it at first and I took it upon myself to make an inquiry," he said, and obtained a copy of it plus a reply from the Interstate Commerce Commission. He placed the presidential order, dated Feb. 7 and signed by Frederick G. Dutton, special assistant to the President, and the ICC reply in the *Congressional Record*. He did not state whether the information inserted came from the White House.

Will They Be Made Public ▪ Rep.

THE ONLY AUTHENTIC TV SERIES...

produced specifically for the occasion of the Civil War Centennial. Thirteen dramatic half-hours based on Mathew Brady's stirring photographs. Winner of Sylvania Award. Timely and of tremendous prestige value.

Sponsored in 80% of the Markets Sold
—and Selling All Over The Country!

THE AMERICAN CIVIL WAR

Produced by the Westinghouse Broadcasting Company • Distributed by

TRANS-LUX TELEVISION CORP.
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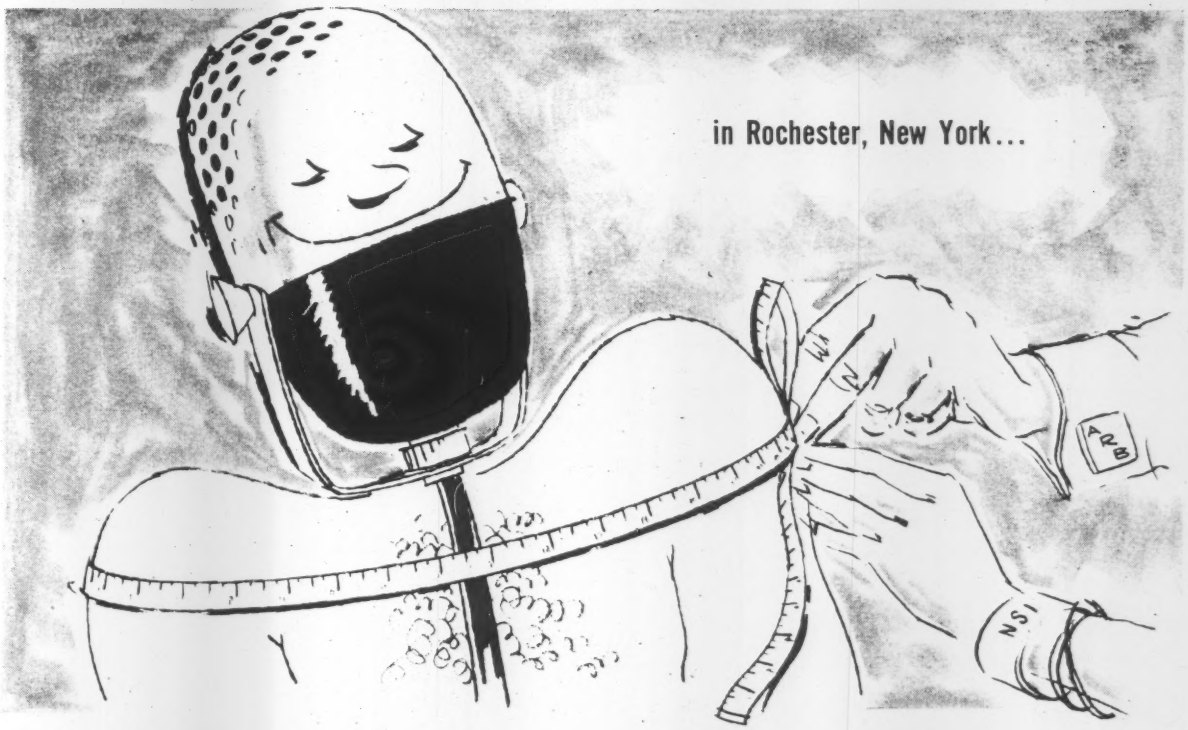

all measurements* prove that Channel 10 is the BIG One...

*N.S.I. AND A.R.B. METROPOLITAN AUDIENCE SURVEYS . . . NOVEMBER 1960

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...CARRIES 16 OF THE TOP 20 FAVORITE TELEVISION SHOWS!

It's always gratifying when independent surveys of the Rochester Metropolitan Area see affirmatively—"aye to aye"—as regards the dominant position of Channel 10. Not only do we carry 80% of the Top Twenty favorite Rochester shows—not only do we deliver the largest over-all Rochester viewer-audience—but, from key executives to propmen, from facilities to promotion—*we have what it takes to make the sponsor happy!*—We also have some mighty attractive availabilities. Write, phone or wire for complete details.

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WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

The Indians on Chief Minow's 'New Frontier'

Results were official last week on the working staff of the new FCC chairman, Newton N. Minow. Mr. Minow stilled rumors and predictions by announcing officially the top commission echelon that will help steer the agency's course toward the New Frontier.

The appointment of Kenneth Cox, Seattle attorney and former special Senate committee consultant on communications matters, as chief of the Broadcast Bureau, was announced two weeks ago. As published last week, the appointments of Max D. Paglin, chief of the litigation division of the general counsel's office, as general counsel and of James Juntilla, attorney, in the office of Arnold, Fortas & Porter, Washington, as assistant to the chief of the bureau were announced this week.

Henry Geller and Daniel Ohlbaum, former FCC attorneys more recently with the Justice Dept., were reported slated to be named associate general counsel and chief of litigation, respectively. Their appointments were also announced this week. (For profiles of these appointees, see BROADCASTING, March 13.)

Mr. Cox succeeds Harold Cowgill as chief of the Broadcast Bureau. He will assume office the second week in April. Mr. Cowgill's future plans have not been announced.

Mr. Paglin replaces John FitzGerald, who became general counsel in September 1958. Mr. FitzGerald has been appointed legal consultant to the minority staff of the House Banking & Currency Committee subcommittee on housing until September. He will then become a full professor at Southern Methodist U., teaching administrative law among other subjects. His last day as FCC general counsel was Wednesday (March 15).

Mr. Geller fills a position that has been vacant and Mr. Ohlbaum moves into the position previously held by Mr. Paglin.

Gerard M. Cahill has been appointed assistant general counsel in charge of legislation. He replaces Charles E. Smoot who has not announced his future plans. Mr. Cahill, a graduate of Georgetown U. and

Mr. Cox | Mr. Paglin | Mr. Geller | Mr. Ohlbaum | Mr. Cahill | Mr. Juntilla

Avery asked Rep. Harris if he would seek to have the agency replies made public ". . . or will he be content for them to remain purely confidential memoranda to the Chief Executive?" Rep. Harris did not give a direct answer but said he was sure "our committee will get a copy of these reports as they come out. . . ."

Mr. Salinger's statement evidently forecloses the possibility of Rep. Harris securing the monthly status reports from the White House. The order directing submission of the reports also states that they will be used only by the White House. Rep. Avery said Thursday that when Rep. Harris placed the executive order in the Congressional Record, he got the impression that the reports would become public record in the future. He announced plans to demand that the House Freedom of Information Subcommittee launch an investigation.

In addition to the FCC and ICC, President Kennedy also asked for monthly reports from the Federal Power Commission, Federal Trade Commission, Civil Aeronautics Board, Securities & Exchange Commission and National Labor Relations Board. The mandate stated, in part: "The President will appreciate receiving for informational purposes on the first Tuesday of each month a brief, informal written summary from the chief officer of the agency on its principle activities during the preceding month and pending for the period immediately ahead.

"The President is most interested in being kept closely informed on important policy and administrative action taken or proposed. . . . He is particularly interested in having major problems of the agency flagged for his attention. The reports should be kept as specific, incisive and brief as possible. . . . Matters highlighted in these summaries and of particular interest to the President can later be more extensively developed at his request. Decisions pending before independent boards or commissions should *not* be included. . . . The reports will be used only by this office."

After Rep. Harris had defended the right of the President to ask for and receive the requested information, Rep. Springer said the chairman "missed the point. . . . When was it ever the business of the executive department to inquire into the policy of any regulatory agency? I cannot think of any more flagrant violation of the separation of the legislative and executive departments."

Rep. Springer then entered a formal request that Rep. Harris' new Subcommittee on Regulatory Agencies, of which the Illinois Republican is a member, launch an immediate investigation of the President's action. He charged that "there can be no other reasonable interpretation of this memorandum except that he (President Kennedy) expects to influence policy."

Dark Colleagues ▪ Chairman Newton N. Minow of the FCC kept the other members of the commission in the dark concerning his mandate to report directly to the President. His first such report went to the White House 10 days ago and other members said that the first they knew of it was when they read it in BROADCASTING. The report still has not been made available to the commissioners, it was reported.

Sources both on the Hill and at the agency level felt that it would be impossible for the chairman to submit monthly reports without adjudicatory matters creeping in. "When that happens, improper influence from the White House

Georgetown School of Law, holds LLM and MPL degrees from National U. School of Law. He joined the FCC in 1958 as supervising attorney and special assistant to the general counsel and has been in charge of major legislative problems, including liaison with congressional committees handling legislation concerning the FCC.

Office Staff ▪ Chairman Minow has chosen Tedson J. Meyers as his administrative assistant. Mr. Meyers has been an attorney with ABC since 1959. He specialized in congressional and FCC matters affecting broadcasting. He received his LLB from Harvard Law School in 1953 and his AB and MPA degrees from New York U. in 1949 and 1950, respectively.

Joel Rosenbloom has been appointed Mr. Minow's legal assistant. He has been a trial attorney in the litigation division of the general counsel's office since 1957 and has performed special legal review and research among other duties. He was graduated from the U. of Illinois (with honors in philosophy) and from Indiana U. School of Law (JD with honors) in 1954.

William L. North, newly appointed engineering assistant to the chairman, has been with the FCC since 1939, serving in various engineering posts, including field radio inspector and section chief of the commission's wartime Radio Intelligence Div. Since 1948 he has been assistant chief of the Frequency Allocation & Treaty Div.

Chairman Minow has retained James B. Sheridan as special assistant, the same post he occupied during Chairman Frederick W. Ford's tenure. Mr. Sheridan has been with the commission since 1941, serving as special research assistant in the Economics Div. of what was then the Office of the Chief Accountant, as general economist and chief of the business economics branch. From 1956-1959 he was assistant chief of the Broadcast Bureau's economics division.

Gloria Coe has been appointed confidential assistant by Chairman Minow. Prior to and during the 1960 convention she was secretary to J. Leonard Reinsch, special communications advisor to John F. Kennedy. She worked in conjunction with Guild, Bascom & Bonfigli, the Democratic Party ad agency, during the campaign on radio and tv matters. During the 1956 campaign she was employed by Norman, Craig & Kummel, advertising agency.

The appointments will become effective upon approval by the Civil Service Commission.

Mr. Minow | Mr. Meyer | Mr. Sheridan | Mr. Rosenbloom | Mr. North | Miss Coe

will follow," it was stated.

At the Tuesday night bar panel on "Who Shall Regulate the Regulators," outgoing SEC Chairman Edward Gadsby asked Rep. Harris about the memorandum. The Commerce chairman replied that he was more than a little concerned when he first heard of it but again repeated that he thought the President was acting within his powers.

"I came to the general conclusion that the information requested was in the general nature of how the commissions are progressing with their business," Rep. Harris said. "If that was the purpose, I see nothing wrong." He added, however, that "when the executive attempts to exert power and control [over the agencies], somebody is going to stub his toe."

House communications schedules etv hearing

The House Communications Subcommittee begins a four day hearing this morning (Monday) on aid to educational television, with Chairman Morgan Moulder (D-Mo.) expressing the belief that a bill will be reported out and sent to the floor.

Rep. Moulder, who this year succeeds Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, as communications unit head (BROADCASTING, March 13), has scheduled the hearings on five etv bills. He said he expected the subcommittee to report out a measure (HR 132) sponsored by Rep. Kenneth Roberts (D-Ala.), providing for state-federal matching funds.

Although a formal announcement had not yet been made at week's end, it was expected that Secretary of Health, Education and Welfare Abraham A. Ribicoff will testify on Wednesday. Also, scheduled to testify tomorrow (Tuesday) is FCC Chairman Newton N. Minow. Authors of the etv bills under consideration and other members of Congress were to testify today, with the remaining hearing days given over to many of the witnesses who testified on the Senate etv measure two weeks ago (BROADCASTING, March 6).

That bill (S 205), providing for grants of up to $1 million to each state and the District of Columbia for the installation and improvement of etv facilities, has been approved by the Senate Commerce Committee and is awaiting Senate approval.

Similarities ▪ Like the Senate bill, which was introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, the Roberts bill provides for grants of up to $1 million to each state. But the bills differ in that the Magnuson measure does not require the states to match the federal grants.

Also, the Roberts bill would provide each state with another $10,000 grant (again on a matching-funds basis) for the development of an etv plan, include Puerto Rico as an eligible "state," and amend the Communications Act. The Magnuson bill does none of these things. The Roberts bill also provides for administration of the program by the Secretary of Health, Education and Welfare. Under the Magnuson bill, the U.S. Commissioner of Education would authorize the grants.

The other bills listed for consideration at the House hearing are HR 965, authored by Rep. Harris; HR 645, by Rep. Hale Boggs (D-La.); HR 2910, by Clifford G. McIntire (R-Me.); and HR 5099, by Byron G. Rogers (D-

Colo.). Two other etv measures introduced in the House after Rep. Moulder announced the hearing probably will be considered also. These are HR 5535, introduced by Harris B. McDowell Jr. (D-Del.) and HR 5602, sponsored by Rep. John E. Moss (D-Calif.).

The Harris and McIntire bills are similar to the Magnuson measure. The Boggs bill is also similar but would amend the Communications Act. The other measures are similar to the Roberts bill.

Twice before, the House Commerce Committee has considered the Roberts bill. In the 85th Congress, it let the measure die. Last year, it reported the bill out, but it was shelved by the Rules Committee. This time, however, it is believed the House will have a chance to vote on an etv bill. In both previous Congresses, the Senate passed the Magnuson measure.

Short term renewals given WPET, WVOW

WPET Greensboro, N. C., and WVOW Logan, W. Va., were slapped by the FCC last week with license renewals of only 14½ months, compared to the normal three year period. In the WPET case, however, Commissioners T. A. M. Craven and John S. Cross felt that the licensee had adequately explained past shortcomings and was entitled to a full renewal.

The Greensboro station got into commission trouble because of numerous program logging discrepancies and alleged failure of the licensee to exert close control and supervision over its employes.

The station, principally owned by James Beattie, reported to the commission that two announcers who made the incorrect log entries had been discharged and that employes had been warned not to repeat the errors in the future. Among the improper entries cited by the commission were public service announcements and commercials logged but not actually broadcast.

In giving WPET a renewal only until June 1, 1962, the commission noted that the licensee had responded to the inquiry in a responsible manner but that the commission wanted to make another review of future operations.

Licenses of two other stations in which Mr. Beattie owns major interests, WBUT Butler, Pa., and WSSB Durham, N. C., were renewed in recent weeks without question.

In the WVOW action, the commission also approved a previously unauthorized transfer of control which arose out of failure to report the end of a trust agreement. The transfer was from H. H. Farley, Clarence W. Meadows and J. E. Craft, as trustees, to Messrs. Farley, Meadows, Grover C. Combs, William P. Beeker, Chauncey Browning, Carson Browning Jr., William T. Lively and other original stockholders. The station also was cited for technical violations in the short-term renewal.

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 5624. Rep. Kenneth J. Gray (D-Ill.)—would amend the Federal Trade Commission Act to authorize the Federal Trade Commission to issue cease and desist orders pending decisions on complaints. Commerce Committee. March 15.

HR 5570. Rep. William G. Bray (R-Ind.)—would limit authority of the FCC to shift vhf television stations to the uhf band. Commerce Committee. March 14.

S 1233. Sen. Clifford Case (R-N.J.) and Sen. Maurine Neuberger (D-Ore.)—would require senators, representatives, candidates for those offices and employes of the legislative or executive branch earning more than $12,500 annually to file reports of income and expenditures, assets, securities or commodities dealing, and purchases or sales of real property; and would authorize the establishment of a Commission on Legislative Standards which would study conflict-of-interest and executive-relations problems confronting Congress. Rules Committee. March 7.

Michigan radio outlet under revocation shadow

The FCC began proceedings last week to revoke the license of WIOS Tawas City-East Tawas, Mich., for "misrepresentations, lack of candor and other disqualifications" on the part of its owner, Roger S. Underhill.

The charges grew out of an application by a company which Mr. Underhill heads, for an am station in East Lansing, Mich. That application, filed by Capitol Broadcasting Co., was denied on Sept. 7, 1960. Mr. Underhill was directed to show cause why the WIOS license should not be revoked. The station went on the air in September 1958.

The commission holds that Mr. Underhill filed his Tawas City application merely to aid Capitol, at the time it was seeking its license.

The commission also charged that Mr. Underhill, president and a 35% stockholder of Capitol, had concealed and misrepresented the financial support Capitol had given his Tawas project and had been evasive in his appearance before the FCC.

In issuing the show-cause order, the commission also cited an early attempt by Mr. Underhill to sell his Tawas construction permit. This "was clearly inconsistent with his original expression of a desire" to own and operate a station in Tawas, the FCC said.

House bill would limit vhf shifts to uhf

Legislation has been introduced in the House of Representatives that would limit the FCC's authority to shift vhf television stations to the uhf band.

The bill, sponsored by Rep. William G. Bray (R-Ind.), would prohibit the FCC from making such a switch without the licensee's consent and unless the proposed modification were "part of a general plan" to move all vhf stations to the uhf band.

The congressman is said to have introduced the bill, in the form of an amendment to the Communications Act, after conferring with several constituents. However, favorable action on the bill seems doubtful in view of congressional interest in the adoption of fundamental policy with regard to the vhf-uhf problem.

WIBW asks for hearing on sale of am satellite

The smallest part of a $1-million-plus station sale was protested by a Topeka, Kan., station last week.

WIBW asked the FCC to set a hearing on the sale of KFRM Concordia, Kan., the smallest part of the $10.25 million cash sale of KMBC-AM-TV Kansas City and KMOS-TV Sedalia, Mo., by Cook Broadcasting Co. to Metropolitan Broadcasting Corp. (BROADCASTING, Dec. 26, 1960). KFRM was operated as a satellite of KMBC by Cook. That company had been granted a waiver of an FCC rule requiring a station's transmitter to be located so as to provide primary service to the city in which the main studio is located on grounds that KMBC's agricultural programming filled a special need in Kansas. The station's studio is in Kansas City, Mo., the transmitter 160 miles away in Concordia.

WIBW protested that the waiver should no longer apply if the sale is approved because Metropolitan would not be using the same agricultural programming. Metropolitan has announced it will sell KFRM (without profit), but WIBW said it would still have to operate it for a minimum of six months during the transition period.

FTC orders halt in toothpaste ads

The crack in Colgate toothpaste's "protective shield" became official when the Federal Trade Commission issued a cease and desist order last week barring the claim that the use of Colgate Dental Cream with Gardol completely protects teeth from decay.

The FTC order written by FTC Commissioner William C. Kern, said Colgate's advertising, including tv demonstrations of a tennis ball and a coconut being thrown at the announcer (and stopped by an invisible glass plate) are misleading; that no dentrifice furnishes complete protection to the teeth, as implied by Colgate.

The FTC didn't judge a charge that the tv commercials by "visual innuendo" claimed the toothpaste furnishes complete protection. Commissioner Kern wrote that the audio portion of the tv commercials and print advertisements made these implications sufficiently for a ruling.

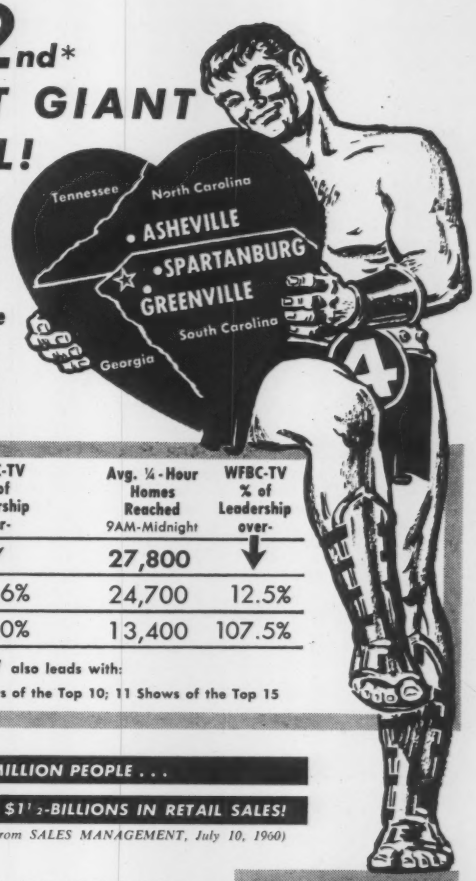
Mr. Kern denied Colgate's plea for dismissal on the ground that it has abandoned the advertising theme.

The FTC complaint was issued in 1959 as one of the first of a dozen deceptive advertising complaints emanating from the FTC's crackdown on misleading tv demonstrations. An FTC hearing examiner last summer recommended a cease and desist order, and in December an appeal from this initial decision was argued before the FTC membership (BROADCASTING, Dec. 19, 1960). Other FTC complaints involving tv advertising, still outstanding: Alcoa (aluminum wrap), Carter (Rise lather), Colgate-Palmolive (Rapid Shave lather), Lever Bros. (Pepsodent toothpaste), Mennen (Sof' Stroke). and Libby-Owens-Ford (auto glass). Others, settled by consent orders: Brown & Williamson (Life cigarettes), Eversharp (Schick razors), Standard Brands (Blue Bonnet margarine), Max Factor (Natural Wave).

Advisory group killed

President Kennedy last week abolished the Telecommunications Advisory Board, comprising undersecretaries of various departments, and chairmen of independent agencies. The board was a successor to the Telecommunications Advisory Commitee, set up in the White House in 1952 and composed of cabinet rank officials. National telecommunications matters will now be considered by the Telecommunications Planning Committee, established by President Eisenhower in 1952. This is composed of working executives. It is chaired by Fred M. Alexander, Director of Telecommunications, Office of Civilian & Defense Mobilization.

THE 42nd* LOVES THAT GIANT BEST OF ALL!



*THE NOVEMBER 1960 A.R.B. shows that WFBC-TV leads in its 4-state market in nearly every important category. Ranked 42nd in the U.S. by TELEVISION MAGAZINE for Dec. 1960 "The Giant's Market" includes the metropolitan area of. . . .

Greenville-Spartanburg-Asheville

. . . the hub of a region which has America's greatest concentration of textile manufacturing, and has also the fabulous Smoky Mountains—Blue Ridge resort and tourist mecca for millions. Here are the figures from A.R.B., November 1960:

	Metro Share of Audience	WFBC-TV % of Leadership over-	Avg. ¼-Hour Homes Reached 9AM-Midnight	WFBC-TV % of Leadership over-
WFBC-TV	38.0	↓	27,800	↓
STATION "B"	31.0	22.6%	24,700	12.5%
STATION "C"	21.1	80.0%	13,400	107.5%

WFBC-TV also leads with:
4 Shows of the Top 5; 7 Shows of the Top 10; 11 Shows of the Top 15

THE GIANT'S MARKET HAS 2 MILLION PEOPLE . . .
$2-BILLIONS IN INCOMES . . . $1½-BILLIONS IN RETAIL SALES!
(Population, Incomes & Retail Sales data from SALES MANAGEMENT, July 10, 1960)

For complete details of the latest A.R.B., for information about "The Giant's Market," for rates and availabilities, contact the Station or our National Representatives.

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RTES Gold Medal award to President Kennedy

President John F. Kennedy is presented with the Radio & Television Executives Society Gold Medal in ceremonies at the White House March 11. The President and former Vice President Richard M. Nixon were honored for their face-to-face "Great Debates" during the 1960 presidential campaign. Presenting Mr. Kennedy with his medal is J. Leonard Reinsch (c), executive director of the Cox stations and radio-tv advisor to President Kennedy. Looking on is Richard Salant, RTES president and president of CBS News.

Tv, movies, cast as villains of delinquency

SENATE REPORT LINKS TELEVISION TO JUVENILE CRIME

Television and movies are hearing from their critics on Capitol Hill again. The complaint, as it has often been, is that the heavy budget of filmed violence is a factor in the rise of juvenile delinquency and that the export of crime shows is hurting the country's image abroad.

On Monday, Rep. John S. Monagan (D-Conn.) inserted into the *Congressional Record* a column by syndicated writer John Crosby, which charged, "We teach juvenile delinquency on television and in books and in the movies." Mr. Crosby also landed with both feet on the FCC, calling that agency, "sublimely blind, hopelessly inefficient and frequently corrupt." The column went on to say that the FCC could accomplish much simply by "flexing its muscles" at the networks and local stations "who show the tripe." In inserting the column, Rep. Monagan said he hoped it would help lead to the elimination of violence-stressing tv programs.

The effect of blood-and-thunder tv shows and movies on friends abroad concerned some members of the Senate Foreign Relations Committee last week. At the hearing on Edward R. Murrow's nomination as director of the U. S. Information Agency (see story page 80), Sen. George D. Aiken (R-Vt.) said "some of the most harmful views of us abroad" are given by tv and movies. He asked Mr. Murrow whether he could "persuade" movie people to quit distributing such films overseas, and the former CBS newsman said he would "try."

Echoes Expected ▪ The blast that is certain to be echoed before Congress recesses for the summer came a few days earlier, at a Senate Juvenile Delinquency hearing. The National Council on Crime and Delinquency released a long-confidential report declaring that constant portrayal, by television and movies, of "large quantities of materials which stimulates aggressive and sexual fantasies" could seriously affect the young viewer's behavior and emotional development.

The report said that movies and television reinforce in young children's minds such undesirable stereotypes as "the criminal who has prospered for many years before his downfall in the last three minutes of the program."

The report recommended that the FCC monitor tv programs and be equipped with "more diversified and flexible sanctions" than it now has in dealing with tv stations that do not live up to their promises of program balance. What the report's authors had in mind for the FCC, reportedly, was the power to levy fines on offending stations. They felt it was unrealistic to expect the commission to revoke a license.

Report A Surprise ▪ The report also said the television and movie industries should be urged to "correct the considerable gap between their established codes regarding children and the extent of horror, crime, violence and sex programs." In addition, it recommended a national conference to discuss television and movie crime and said leaders of those industries should be invited to participate.

The report, prepared last June by experts in the field of juvenile delinquency, was not expected to be discussed at the subcommittee hearing, which dealt with the general problem of the government's role in combating juvenile delinquency. Milton G. Rector, NCCD executive director, reportedly surprised the subcommittee with it.

However, it's certain to form part of the basis of the hearings the subcommittee plans to hold on this subject. Chairman Thomas J. Dodd (D-Conn.) said, "If television is as powerful in forming public opinion as the industry believes it to be, then the high incidence of criminality it portrays cannot be discounted lightly. In due time, we will attempt to determine precisely what the relationship is, if any, between the two."

The subcommittee, which held hearings on this subject five years ago, has no plans for legislation in this area. What it does hope to do, it is understood, is nudge the FCC into considering program content in determining whether a licensee has lived up to its "public interest" responsibility.

NAB asks more time on program comments

Vehement protest was expressed in the first comment received by the FCC last week on its proposed revised programming section on applications (BROADCASTING, Feb. 27). The proposal would require considerably lengthier descriptions of the nature of a station's programming and what the licensee had done to determine local public needs.

Richard B. Biddle, president of WOWL-AM-TV Florence, Ala., said, "Any proposal which would purport to cast judgment upon local programming procedures on the part of broadcasters, I believe, undermines our basic freedoms as set forth in the Bill of Rights." Mr. Biddle said he realized that the intent of the FCC proposal was not to dictate program policy, but felt the very admission of this type of change "creates the opportunity for ever-in-

creasing determination of program policies by the FCC and/or some group authorized to pass upon it."

Mr. Biddle also objected to the proposal on grounds that broadcasters are already overburdened with red tape and any additional complications are unfair.

NAB requested an extension of time from the FCC last week for filing comments on the proposal.

NAB told the commission that copies of the proposal have been reprinted and distributed to the entire NAB membership. It said its preliminary information was that many members would wish to comment. These comments would be helpful to the FCC in considering the proposal, NAB suggested, and said that a much more informative group of comments would be submitted if the additional time is granted.

NAB stations oppose monitor data changes

The NAB and several stations told the FCC last week that the agency's proposal to reduce the allowable tolerance of tv frequency monitors from 50% to 10% would work an undue hardship upon broadcasters.

The views were given on commission rulemaking eliminating a requirement that all stations employ type-approved frequency monitors and require them instead to use external measuring sources (BROADCASTING, Nov. 28, 1960) to insure compliance with prescribed tolerances.

NAB expressed general agreement with proposal but recommended that the 50% tolerance factor be continued. Westinghouse Broadcasting Co., also was in general agreement, but said that the proposal may not accomplish its intended purpose and instead may be conducive to greater errors than those at present.

KYLD-TV Bakersfield, Calif., KLIX-TV Twin Falls, Idaho, and KING-TV Seattle argued that the commission failed to find the existing system of checking monitors on a monthly basis to be in any way unsatisfactory. Therefore, a mandatory system of external daily checks is unjustified and the necessary gear would cost each station up to $3,000, they held.

WNTA-TV Newark-New York, WJAR-TV Providence, WGAN-TV Portland, Me., and WBOC-TV Salisbury, Md., felt the rules should be flexible enough to permit stations to use either system of monitoring their technical operation. WHP-TV Harrisburg, also thought the proposed system would preclude stations from using present monitors.

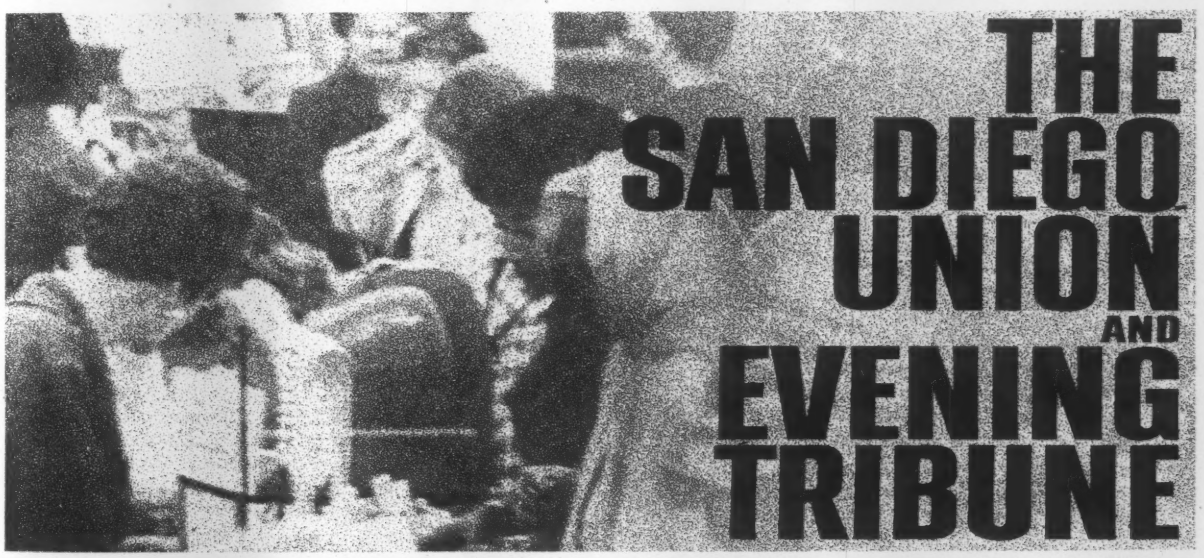
A consulting engineer firm, Hammett & Edison, said that the commission's proposal would burden stations unreasonably and unnecessarily. The admitted short-term stability of monitors is adequate to insure operation within the required frequency if monitors are periodically checked against a known standard, H&E maintained.

Two uhf stations ask for vhf assignments

Two uhf tv stations have asked for vfhs on grounds it will make them more "competitive" in their markets.

WXIX-TV (ch. 18) Milwaukee wants ch. 8 and wants to broadcast simultaneously on both channels. The station said there are three Milwaukee vhfs (all network-affiliated) and it's the only uhf within 70 miles. It has no wish to extend vhf at uhf's expense but wants to keep the higher-band station alive and expand its use. WXIX-TV would program 10 hours separately on the two channels, devoting ch. 18 to broad educational programs. WXIX-TV cited the FCC permission to KFRE-TV Fresno, Calif., to operate both a uhf and a vhf during that city's deintermixture period as precedent.

WTVO (TV) Rockford, Ill., asked the FCC to move ch. 3 to that city from Madison, Wis. The ch. 39 out-



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

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Congress barks—and the FCC stirs sleeping dogs

The number of stations under investigation by the FCC for possible infractions of rules has increased significantly since the quiz-rigging and payola scandals and since the FCC formed its G-2 arm, the Complaints & Compliance Division.

This could be interpreted as a tribute to the power of public opinion or congressional action. Or it could be an illustration of Parkinson's Law that the more branches an agency has, the more work there will be.

In July 1958, before the tv quiz-rigging and payola scandals were exploited by the House Legislative Oversight Subcommittee, the FCC was investigating 35 stations for their programming policies; 2 for character qualifications; 20 for technical violations; 1 for a combination of technical violations and programming and not any for infractions of Sec. 317, the sponsor-identification statute. At this time some two dozen stations had received FCC letters warning them about not identifying programming sources. All were charged with carrying film clips on a congressional hearing about a strike at the Kohler Co. The films were furnished by the National Assn. of Manufacturers, but were not so identified by the stations.

In January 1959, when the House Oversight group called for an overhaul of the FCC's legal and internal machinery, cases under investigation tallied: character qualifications, 18; programming policies, 32; technical violations, 23; Sec. 317 and technical-programming, none.

Some of the stations had cleared up their difficulties with the FCC by October 1959, just before the quiz hearing began. At that time—low ebb for investigations—the score read: character qualification, 17; programming policies, 5; technical violations, 39; Sec. 317, none.

The investigations of the quiz shows were over and payola was big news when the June 1960 FCC report on investigations was issued. The commission had announced formation of its new investigatory arm, the Complaints & Compliance Division, under John Harrington. The scoreboard at that time: character qualifications, 19; programming policies, 16; Sec. 317 violations, 174; technical violations, 56; technical and programming, 11.

By November 1960 the number increased to: character qualifications, 29; programming policies, 28; Sec. 317, 173; technical violations, 80; technical and programming, 9.

Multiple-station licensees and am-fm-tv combinations were included separately. Remote stations, catv systems and translators were not.

let said the switch would both deintermix Madison to all-uhf and make WTVO more competitive with WREX-TV Rockford (ch. 13). Madison now has ch. 3 (WISC-TV), 27, 33 and etv ch. 21; Rockford has 13, 39 and etv. ch. 45. In 1957 the FCC vetoed a similar proposal but WTVO argued that circumstances have changed.

License renewal of WDKD set for hearing by FCC

The application for renewal of license of WDKD Kingstree, S. C., was set for a hearing last week by the FCC because of alleged vulgar and suggestive statements broadcast by one of the station's disc jockeys.

Numerous complaints against the announcer, Charles Walker, were received by the commision several months ago. Included in the unsolicited material received were tape recordings of Mr. Walker's aired comments. In replying to a commission inquiry about the matter, the licensee pointed out that the employe in question is no longer with the station.

The FCC, however, was not satisfied with the explanation given and said that the licensee did not disclose full details and was less than candid in its reply. Many of Mr. Walker's statements were susceptible to a double meaning, the commission felt, in setting the application for hearing. Also cited were alleged objectionable programs of the station.

WDKD, licensed to Palmetto Broadcasting Co., is owned by E. G. Robinson Jr.

CH. 7 TO SUNBEAM PLANNED

FCC tells staff to write Miami tv order disqualifying incumbent WCKT (TV), two others

A second Miami tv station is expected to feel the FCC's wrath for allegedly making behind-the-scenes contacts with former FCC Commissioner Richard A. Mack.

The FCC last week instructed its staff to draw up a document to revoke the 1956 grant of Miami ch. 7 to Biscayne Television Corp. (WCKT [TV]). It also told the staff to disqualify not only Biscayne, but two other applicants, East Coast Television Corp. and South Florida Television Corp. Biscayne is a combination of Cox and Knight newspaper principals, plus Niles Trammel, former NBC president.

The proposed order would grant ch. 7 to Sunbeam Television Corp. Sunbeam, the only applicant found innocent of *ex parte* representations by Judge Horace Stern's initial decision last year, is principally owned by Sidney D. Ansin, Miami businessman who has large real estate holdings in the state.

The commission's action is solely in the form of instructions to the staff. It must make a final, official determination when the staff presents it with the formal documents.

Last year the FCC ordered National Airlines' grant of Miami ch. 10 revoked, also for activities outside the record in connection with representations to Mr. Mack. It disqualified National and two other applicants, granting the ch. 10 facility to L. B. Wilson, the untarred, remaining applicant. National and North Dade Video Inc., another disqualified applicant, appealed this verdict to court. An argument on this appeal is scheduled March 22.

No Formal Vote ▪ Although no vote was taken last week, it was understood that Commissioner Robert E. Lee favors reopening the case rather than granting to Sunbeam. Commissioner T. A. M. Craven, who abstained from the original 1956 vote, also declined to participate in last week's discussion. Chairman Newton N. Minow joined his colleagues, Commissioners Frederick W. Ford, Robert T. Bartley, John S. Cross and Rosel H. Hyde.

The commission majority, in essence, accepted the special examiner's report, it is believed.

Mr. Stern's initial decision (BROADCASTING, Sept. 19, 1960) found that Biscayne enlisted the aid of Ben A. Fuqua, vice president of Florida Power & Light Co., to intercede with Mr. Mack, and that Mr. Trammell, James M. Cox Jr. (*Miami Daily News*) (and principal owner of the Cox radio-tv stations) and John D. Pennekamp, associate editor of the Knight-owned *Miami Herald*, had spoken to Mr. Mack about the case at various times while the FCC decision was pending.

The examiner held that South Flori-

da Television Corp. (Jack Stein, president) used Perrine Palmer Jr. and Thurman Whiteside to see Mr. Mack in its behalf; and that East Coast Television Corp. (Richard Mead, principal owner), had engaged Miles H. Draper, Tampa attorney and Republican political figure, to bring pressure on Mr. Mack.

Miami Ch. 6 ▪ The FCC also instructed its staff to prepare papers making final a grant of Miami ch. 6 to South Florida Amusement Corp., similar to the examiner's initial decision last year (BROADCASTING, Sept. 19, 1960). South Florida is principally owned by Sherwin Grossman and his father, Harry J. Grossman, operators of a Miami drive-in theatre. The Grossmans operated, from 1953 to 1955 uhf station FBUF-TV Buffalo, N. Y. Proposed to be denied were Publix Television Corp. and Coral Television Corp.

FCC hears about free plugs in L.A. hearing

The second session of the Los Angeles segment of the FCC investigation into broadcast programming came to an end Monday (March 13) without the testimony chiefly sought by the commission's representatives. The record does not include the desired testimony of Taft Schreiber, vice president of MCA, who twice has refused to testify (BROADCASTING, Oct. 24, 31, 1960; March 13, 1961).

Final witnesses in Los Angeles, pending the possible appearance of Mr. Schreiber, were Dick Fishell and Betty Langley of Dick Fishell & Assoc. and Mary Rothschild of Promotions Unlimited. The principals of the two firms, Mr. Fishell and Mrs. Rothschild, testified regarding their product promotion activities insofar as they involve radio and tv programs. Mrs. Langley, Mr. Fishell's secretary, corroborated his testimony, but added nothing to it.

A major part of his business, Mr. Fishell testified, is supplying gifts and prizes to be awarded contestants in audience participation shows. The producer of the program gets the merchandise to give away; the manufacturer of the article gets publicity by word of mouth or exhibition of the product or both. As an indication of the importance of this type of product promotion, he said that one tv network, which had adopted the policy of buying gifts with money instead of air plugs, had reversed its policy just a few days before, after spending almost $100,000 for prizes for one five-a-week daytime program in the past year. (Although not publicly identified by Mr. Fishell in his testimony, the network was CBS-TV, the program was Art Linkletter's *House Party*.)

Clothing tie-ups for stars, involving 20 to 30 outfits provided by the manufacturer to the star for use on a season's tv programs, is another promotional service he provides, Mr. Fishell said. He sometimes provides articles made by his clients for use as props in tv shows or theatrical motion pictures and gets products mentioned on broadcast programs by providing appropriate material for the show, frequently a gag for a comedy show, he stated.

A Thing of Value ▪ Friendly relationships with producers, directors and writers provide the opportunity for him to get his clients' products mentioned in radio and tv programs, Mr. Fishell testified. Before last September, when undisclosed contributions to a program became a misdemeanor, the person on the program staff responsible for putting the plug into the show would be given a thank-you gift, such as a gift certificate, case of whiskey, or sometimes the client's product. "Very rarely" was cash given, he stated.

Mr. Fishell said that to the best of his recollection the largest cash gift he had ever made to a writer, producer or director, amounted to $500-$600, which he stressed was extremely unusual. He guessed that the average cash payment over his 15 years in product promotion would be about $100, again stating that any cash payment was a rare thing.

Mrs. Rothschild, who said she had operated Promotions Unlimited for about eight years after having spent six and a half years with Mr. Fishell, in general agreed with him as to the nature of radio-tv product promotion. She also stated that most gifts to production people for getting a product plug into a show were liquor or gift certificates, with cash being given only on very few occasions. The largest cash gift she ever made was in the $100-$150 area, she said.

Both she and Mr. Fishell testified that their pay came from their clients, the manufacturers of the products promoted on the programs.

After both witnesses had said they were unable to report the total value of all gifts made to program personnel in any one year, FCC Chief Hearing Examiner James Cunningham instructed them to go to their records and report the total for whatever year it was highest. Ashbrook P. Bryant, FCC counsel, said that such data would also be sought from other product promotion practitioners who had previously testified in the hearing.

Questioned about gifts of automobiles to production companies for the personal use of stars or executives, Mr. Fishell said that the general practice is for cars to be loaned to studios at a nominal rental of $1-a-year.

WFLA TV

Evening Preference

...in the land of Profituunity!

During prime nighttime, 7:00 P.M. - 11:00 P.M., when most people watch TV Monday through Friday — both national rating reports show WFLA-TV to lead substantially in quarter-hour viewer preference. So, to get more viewers for your money — spot your product on WFLA-TV!

QUARTER-HOUR LEADERSHIP — 7 - 11 P.M. MONDAY THROUGH FRIDAY

	ARB, Nov., 1960	NSI, Dec., 1960
WFLA-TV	50	46
STATION "B"	30	34
STATION "C"	0	0

The big, busy 28-Counties in West Coast and Central Florida where ARB* says WFLA-TV takes 62.5% of evening quarter-hours, Monday through Friday, 7 p.m.-11 p.m.

*ARB, Nov., 1960

Channel 8

REPRESENTED NATIONALLY BY BLAIR-TV

wfla-tv NBC

TAMPA ST PETERSBURG

PERSON TO PERSON—SENATE STYLE

Murrow on answering end as Senate okays him for USIA

The ghost of some of Edward R. Murrow's more controversial documentaries returned to haunt him last week during the Senate Foreign Relations Committee hearing on his nomination as director of the U.S. Information Agency.

The committee approved his nomination speedily—and the Senate voted his confirmation without a dissenting vote. But during the almost two hours Mr. Murrow testified, some of the senators wondered out loud whether a man with a zest for reporting the less pleasant facts of American life was the ideal person to run what they regarded as this country's propaganda, or advertising, agency.

In his opening statement, Mr. Murrow said under him the USIA will "operate on the basis of truth." And, in answer to questions, the 25-year veteran of radio and television reporting said he regarded USIA as "an objective reporting agency" that should, "with restraint," report nationally significant domestic controversy. Nor did he budge from these positions.

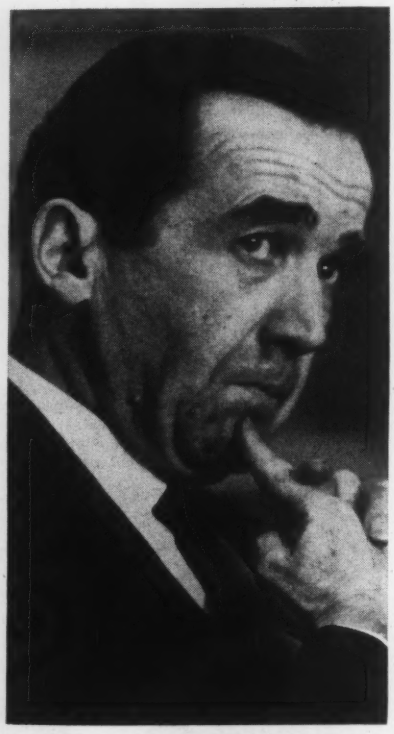
Sen. Bourke B. Hickenlooper (R-Iowa) questioned him closely about *The Farm Problem: Crisis of Abundance,* a CBS documentary produced on Jan. 26, 1956. The Senator said that "some people have felt you overemphasized the less attractive side of our society to the exclusion of the more hopeful side" and that in *Crisis of Abundance* "the impression created was that the Iowa farmer was an ignorant peon, put upon by voracious landlords." He went on to suggest that the communists were outstripping the United States in the propaganda race because they constantly exaggerate the success of their system. He thought the USIA should boast about this country's successes.

Mr. Murrow, who took full responsibility for the documentary, observed, "One of our dilemmas" in the conflict with communism, "arises from the fact that we are operating a different system. We can't conceal weaknesses," he pointed out. "Ours is a pluralistic, democratic society. If we don't report weaknesses, others will—and perhaps distort them."

Must Tell the Whole Truth ▪ Republican senators George D. Aiken (Vt.) and Homer Capehart (Ind.), and Democrat Frank J. Lausche (Ohio) also expressed concern that Mr. Murrow would not do enough of a positive "selling job." "We won't emphasize the bad," Mr. Murrow told Sen. Capehart. "But we can't be effective in telling the American story abroad if we tell it only in superlatives. If we don't [report the bad], others will, and our credibility will be questioned."

Sen. Aiken also asked Mr. Murrow about the kind of cooperation he expected from the television and movie industries in producing films that could be circulated abroad. Mr. Murrow replied that he didn't expect "the fullest cooperation" but that he would seek it. He also said he will "try to persuade" producers not to export the type of film which Sen. Aiken said was seriously damaging this country's image in foreign countries.

Mr. Murrow testified before a standing-room-only audience which included West Berlin Mayor Willy Brandt, a guest of the committee. He read his opening statement (a short one, no longer than the end-piece with which he used to wind up his 15-minute radio news program) slowly, in a carefully modulated voice. And he sat in the witness chair, a la *Person to Person,* in a semi-slouch. But the customary cigarette was missing, and he appeared fidgety as a result. He said later he didn't know smoking was permitted in the witness chair.



Ed Murrow
Now USIA's chieftain

Policy for USIA ▪ His statement did not reflect the type of salesmanship talent of which Sen. Hickenlooper would approve. But it did have the flavor of the radio and television commentaries for which he is known. The USIA, it said, "will attempt to make United States policy, as designed by the President, everywhere intelligible and, wherever possible, palatable. We shall endeavor to reflect with fidelity to our allies, to the uncommitted nations, and to those who are hostile to us, not only our policy but our ideals. . . .

"To the emerging nations we shall say, 'We share your dreams.' There is a dynamism in freedom which permits and encourages progress without binding the individual to the wheel of the state. We shall try to make it clear that we as a nation are not allergic to change and have no desire to sanctify the status quo. This nation not only has a birth certificate, it holds the patent rights on change and revolution by consent. . . ."

In response to questions, he said the USIA should continue to operate a world-wide news service staffed by competent, adequately paid newsmen. He said he felt the quality of the agency varied from post to post. To assure adequate salaries, he added, he will ask for additional funds from Congress.. He also said he wanted more money to strengthen the agency in Africa and Latin America.

He noted that the communists have been more successful than the United States in underdeveloped countries because they have spent more money on propaganda and have more linguists and technicians.

Needs Stronger VOA ▪ He also said he wanted to strengthen the signal of the Voice of America and improve its content. And, in producing USIA television documentaries, he said, "we should first analyze why we are doing it and try to understand the audience we are trying to reach."

In answer to a question from Chairman J. W. Fulbright (D-Ark.), Mr. Murrow said he feels Congress should be concerned with program content "in a general way—but not in supervising details of the output." He also told the chairman that, as director of the agency, he will concentrate "on both policy and administrative matters. They go hand in hand," he said.

Mr. Murrow told the committee he no longer has any financial interest in any communications media, except for a long-term contract with CBS, under which the network will pay him over the next ten years money he earned prior to 1958. He also said he has no plans or agreement to return to broad-

casting at the completion of his government service.

Mr. Murrow was introduced by Sen. Henry Jackson (D-Wash.). The senator gave him a warm endorsement, declaring that "Mr. Murrow will bring to the agency a high degree of competence, courage and intellect." He also said that Mr. Murrow, "who is making a great sacrifice in taking the job, has set an example of the type of man we need in government at this time." Mr. Murrow is trading an annual salary of some $200,000 for the $21,000-a-year government post.

Sen. Jacob K. Javits (R-N.Y.) also appeared before the committee to praise Mr. Murrow, who has a home in his state.

Approved along with Mr. Murrow by the committee was Donald M. Wilson, formerly head of the *Life* magazine bureau in Washington, whom President Kennedy has picked for deputy director of USIA. On Wednesday, the Senate completed action on the nominations by voting swift and unanimous confirmation of both.

FTC TOLD: 'ACCELERATE MONITORING'

Magnuson gives Dixon directive at nomination hearing

The new Federal Trade Commission chairman is under orders to step up its radio and tv monitoring activities.

The directive was given last week by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. It was issued during the hearings on the nomination of Paul Rand Dixon to be chairman of the FTC.

Mr. Dixon was unanimously confirmed to the post by the Senate Thursday. He will take his oath of office early this week.

"Deceptive advertising on radio and tv has a greater impact on the public than any other medium," Sen. Magnuson said.

So far, he observed, the FTC's activities in this field have been salutary, but more needs to be done. He charged Mr. Dixon to shift into higher gear the commission's monitoring and to increase its liaison with the FCC.

Sen. Magnuson launched into a virtual monologue on broadcast commercials. He recounted his interest over the years and his influence in having the FTC establish a radio-tv monitoring unit. Not much was done for the first couple of years, he said, but when the quiz and payola scandals were brought to light, the FTC got busy.

"Many radio and tv commercials are borderline," he said. By this he meant they border on the deceptive, he explained.

The Senator also asked Mr. Dixon to check into the status of the FTC's investigation of broadcast rating services. This, he said, was started last year when the committee turned over to the trade agency material it had gathered in its study of the subject. He said the committee had been informed that the FTC was still investigating the field.

Rating Inquiry ▪ Sen. A. S. Mike Monroney (D-Okla.) sparked last year's study of rating services. Sen. Monroney is a member of the Commerce Committee. It is this committee which deals with federal trade and communications matters.

Mr. Dixon, a Tennessee Democrat who is chief counsel of the Senate monopoly and antitrust subcommittee, agreed to give both subjects an early look when he takes over as FTC chairman. Mr. Dixon was nominated to be an FTC commissioner and permanent chairman by President Kennedy last month.

In discussing his views on monopoly, Mr. Dixon repeated his opinion that false advertising could be considered a tool of monopoly. The object of deceptive advertising, he argued, was to win the largest share of the market possible. This could result in over-concentration in violation of the antitrust laws, he observed (BROADCASTING, Feb. 27).

At another point, Mr. Dixon agreed that the "social desirability" of advertising has nothing to do with the FTC's policing of misleading advertising. The phrase was used in the monopoly committees' report on automobile pricing, signed by Mr. Dixon as chief counsel.

Most of Mr. Dixon's quizzing was done by Sen. Norris Cotton (R-N.H.).

The New Hampshire Republican expressed the fear that Mr. Dixon might turn the trade commission into a regulatory agency, rather than a purely enforcement organization.

Mr. Dixon's attitude was that everything the FTC does is regulatory in the sense that when it issues orders or persuades a company to cease a business practice this is regulation to the rest of the industry concerned. He pointed out that the law requires the FTC to regulate fur, wool and textile labeling.

The trade commission must be made more efficient, Mr. Dixon emphasized. He said he was thinking of reorganizing the structure of the FTC into three major bureaus: monopoly, deceptive practices and fur, wool and textiles. He also indicated that he felt that where an investigation is begun the matter should be carried through its final determination by the same man.

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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EXCLUSIVE NATIONAL REPRESENTATIVES

BUREAU ASKS KRLA DENIAL

FCC lawyers say KRLA renewal applicant Cooke abdicated control to brother, falsified records

Eleven Ten Broadcasting Co., licensee of KRLA Pasadena-Los Angeles, was adjudged guilty in all four issues of a renewal proceeding by the FCC's Broadcast Bureau last week. In proposed findings submitted to Chief Hearing Examiner James D. Cunningham, the bureau charged that Eleven Ten "has been shown to have a proclivity for knowingly furnishing false and misleading information to the commission."

Attorneys for KRLA countered that nothing has been done "which impugns the character, intent or motive of the licensee or reflects adversely upon [its] ability to maintain the presently high standard of service now being provided by KRLA."

The KRLA renewal application was set for hearing to determine (1) if there was an unauthorized transfer of control from Donald Cooke, licensee of record, to his brother, Jack Kent Cooke, a Canadian citizen; (2) if program representations were made in good faith; (3) whether, in light of promotional contests, the station was operated for "improper purposes contrary to the public interest," and (4) if KRLA's program logs were altered with intent to deceive the FCC. Hearings were held in Los Angeles last fall (BROADCASTING, Nov. 7, 14, 1960).

The Broadcast Bureau said Jack Cooke did assume unauthorized control of KRLA and that "this violation alone is sufficient to justify a denial of the renewal application." Eleven Ten purchased KRLA (then KXLA) in March 1959, assuming control in May, with financing provided principally by Jack Cooke. The bureau said evidence shows Jack Cooke made all the arrangements to purchase KRLA before his brother was brought into it and committed the latter to the purchase price.

Jack Cooke, who owns CKEY Toronto, began giving directions to the staff almost from the time Eleven Ten assumed control of KRLA in May 1959, the bureau charged. "When he was out of the city he directed that reports, to which only an owner is entitled, be mailed to him," the bureau said. "His conception and execution of the Golden Key and Perry Allen contests, and directions and assurances given to employes, vividly demonstrate the extent to which Jack directly controlled the station's policies and programming."

"We conclude that the parties have engaged in willful violation of Sec. 310 of the Communications Act. We further conclude that Jack is and always has been the real party in interest in the assignment application," the Broadcast Bureau stated.

Programming Issue ▪ Eleven Ten did not make programming representations in good faith when it sought FCC approval of the purchase of KRLA, the bureau stated. Donald Cooke's effort to "explain away" the station's failure to fulfill its programming obligations is "ludicrous and lends emphasis to our conclusion that his entire testimony is untrustworthy," according to the Broadcast Bureau.

The "Find Perry Allen" contest "from its initial conception by Jack Cooke to its execution was a deliberate fraud intended to deceive the listening public," the bureau stated, as was the Golden Key contest. In the first, the bureau said, Mr. Allen actually was in Buffalo, N. Y., in September 1959 when KRLA was offering listeners $10,000 to find and identify its new disc jockey in the Los Angeles area.

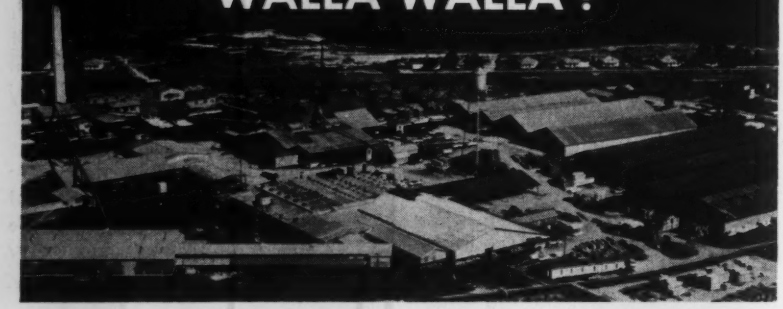
In the second contest, the bureau charged, though Jack Cooke testified he had hidden the key he "made absolutely certain that the public could never under any conceivable circumstances find it by having the clues as to its location prepared by an individual who had no knowledge whatsoever of where the key was hidden, if in fact it had ever been hidden."

As a final indictment, the Broadcast Bureau said additions were made to the KRLA programming log "with the intent and purpose of deceiving the commission with respect to the amount of religious programming carried by the station." These changes were made for the week of October 18-24, 1959, the bureau said.

For the Defense ▪ Through attorneys Thomas Dowd and William Green, KRLA argued that any analysis of the evidence "compels the conclusion that the grant of the pending KRLA applications would serve the public convenience, interest and necessity. KRLA now is providing a high standard of service and, assuming that there has been any impropriety, the quality of present programing alone would dictate the grant of a renewal," the applicant argued.

Donald Cooke was "a virtual newcomer to the practical side of day-to-day broadcasting" and immediately up-

ST. PAUL? BOISE? WALLA WALLA?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Urania Lumber Company, lumber manufacturers and tree farmers, Urania, Louisiana.

Uhf test sets

The FCC invited bids last week from service companies interested in installing and maintaining 100 all-channel tv sets for the commission's uhf experiment in New York City. The special receivers will be located throughout the metropolitan area to help evaluate whether uhf can serve such an area adequately.

The 100 sets will be moved periodically for checks at 1,000 locations during the test. Half will be in Manhattan, the others within 25 miles of the downtown district. The target date for installation is Sept. 1 and the sets will be used until June 30, 1962. Ten will be color receivers. The FCC will own, supply and maintain the sets and associated equipment.

Bidders can obtain details from the Chief, Administrative Services Division, FCC, Washington 25. Bids are due by April 5.

on assuming control of KRLA in May 1959 began taking steps to provide the promised program service, the licensee stated. In August, Donald Cooke was trying to establish a new program format and was having difficulty hiring a new staff and, "in his effort to bring order out of chaos and superiority out of mediocrity, Donald Cooke enlisted, on a temporary and emergency basis, the talents of his brother Jack Cooke," the station said.

"Jack Cooke, who . . . was motivated primarily by a strong brotherly affection, agreed to lend his not-inconsiderable experience and talents . . . . He served at Donald's request and his decisions were subject to Donald's authority and approval. . . . In the discharge of his voluntary duties, Jack Cooke possessed the same authority as would be vested in any trusted employe."

KRLA said Jack Cooke left the station Sept. 20, 1959, and from that date on gave no orders or instructions to employes and has not participated in the control of the station in any manner.

In defense of the Perry Allen contest, KRLA said that "no reasonable person" would have been induced to search for him in Los Angeles upon the basis of clues broadcast. It was "conceded" that the announcements "implied" that Mr. Allen was in Los Angeles at the time the alleged contest began while he actually was still in Buffalo.

"It was always the intention of the licensee that Perry Allen would be 'found' by a KRLA listener," the station said. "The contest was deliberately misused by another Los Angeles radio station [KFWB] for its own competitive purpose. It sent it employes to Buffalo to identify Perry Allen [BROADCASTING, Nov. 2, 1959] but refused to participate in the promotional publicity which the contest was intended to create."

On the alteration of the logs, Eleven Ten said this action was taken by the former station manager without the knowledge or consent of the licensee and that the facts of the case were concealed from Donald Cooke. The individual responsible is no longer employed by the station, it was noted.

FCBA wants to take part in Laurel drop-out case

The Federal Communications Bar Assn. has asked permission of the FCC to participate as an *amicus curiae* in the hearing of the drop-out case of Milton Grant and Interurban Broadcasting Co. for a Laurel, Md. am (BROADCASTING, Jan. 30).

This case marked the first time a request for an applicant to drop out of a hearing in exchange for reimbursal of his expenses had been refused. Chief Hearing Examiner James D. Cunningham ruled, under authority of newly revised Sec. 311 (c) of the Communications Act, that Mr. Grant had not demonstrated his $10,000 expenses were both "legitimate and prudent." The Broadcast Bureau disagreed with Mr. Cunningham.

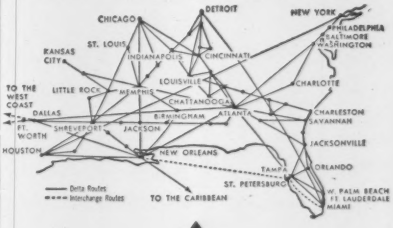
The FCBA asked to participate in order to get clear-cut statements from the FCC which will clarify procedures to be followed; data and information required to support requests for approval of such drop-out agreements. The bar group told the commission it has appointed a special committee to prepare comments and suggestions in the Laurel proceeding.

Deleted uhf's lose appeal

Attempts by five deleted uhf permittees to hold onto their construction permits were dismissed last week by the FCC which refused to reconsider its November action deleting the five and 21 other non-constructed uhf stations (BROADCASTING, Nov. 28, 1960).

Denied reconsideration were ch. 34 KMYR (TV) Los Angeles; ch. 14 WCBF-TV Rochester, N. Y.; ch. 23 WPHD (TV) Philadelphia; ch. 38 WXEL (TV) Boston, and ch. 52 WOCN (TV) Atlantic City. Commissioners Rosel H. Hyde and Robert E. Lee dissented on the grounds the FCC should not delete uhf stations for failure to construct until the commission itself has decided the fate of uhf. Chairman Newton N. Minow did not participate.

Only Delta operates both the World Champion Convair 880 and the magnificent Douglas DC-8, linking important cities in the eastern half of U. S. with the finest in modern air transportation.



DELTA®

the air line with the BIG JETS

Bureau would revoke KFLT

The Broadcast Bureau last week recommended denial of a request by Leo Theriot, KFLT Golden Meadow, La., for reconsideration of a show-cause proceeding against that station. Mr. Theriot faces possible license revocation on charges of repeated technical violations and failure to file required statements with the FCC (BROADCASTING, Jan. 23, Feb. 20).

The bureau said Mr. Theriot's plea merely indicates violations have been corrected, and do not deal with the FCC's authority to revoke KFLT's license for "willful or repeated violations." It also said that with the exception of Mr. Theriot's employment of a fulltime radiotelephone operator, the facts in his petition were before the FCC when it issued the show-cause order.

The FCC last week...

- Renewed the license of WADO New York over dissent of Commissioner Frederick W. Ford who voted for a hearing. WADO, owned by Bartell Broadcasters of New York Inc., personnel had been listed in documents received by FCC from Federal Trade Commission for alleged acceptance of payola. Also considered by the commission were programming complaints against the station but the FCC received information which resolved those problems to its satisfaction.
- Denied a request by WXTV (TV) (ch. 45) Youngstown, Ohio, for special temporary authority to operate on ch. 15. The commission had previously denied a WXTV petition for a rulemaking to assign ch. 15 to Youngstown. The new request was ruled contrary to commission rules.
- Granted cp to Valley Translator System, Turkey, Tex., for new uhf translator station on ch. 73 to repeat programs of KVII-TV Amarillo.
- Denied a petition by James A. McKenna Jr. and Vernon L. Wilkinson, Washington attorneys, to reconsider the procedure adopted Nov. 21, 1960, for pre-grant protests of broadcast applications. The procedure requires interested parties to protest applications before the commission grants them and requires applicants to publish local newspaper notices on filing for a new station or for a major change in an existing station.

KFRE-TV seeks extension on vhf-uhf operations

KFRE-TV Fresno, Calif., last week asked the FCC for permission to continue dual vhf-uhf broadcasting for 90 days beyond April 15 because it has found five small communities receiving little or no ch. 30 signals. The Triangle-owned station said it planned to correct this defect through the installation of translators or boosters, but until this can be done it should be permitted to continue broadcasting on ch. 12. KFRE-TV also said that local dealers have exhausted their supply of adapters and ch. 31 strip tuners and are having trouble getting re-supplied.

The KFRE-TV letter was submitted to the FCC last Wednesday, a week after the commission turned down protests by uhf stations KJEO (TV) and KMJ-TV, both Fresno, against dual operation for KFRE-TV (BROADCASTING, March 13). KFRE-TV, which has been operating on ch. 12 since 1956, was moved to ch. 30 last year when the FCC deintermixed the market. It began transmitting on ch. 30 early last month, continuing its vhf broadcasts for a transition period.

FATES & FORTUNES

BROADCAST ADVERTISING

Feb Grumman, industrial specialty products department, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., elected vp.

Hugh H. Johnson, director of media at The Kudner Agency, N. Y., retires this month after 17 years with agency. Mr. Johnson, who will continue to serve Kudner as consultant, joined company in 1944 as associate director of media, becoming director of department in 1954.

John M. Burnard, previously director of marketing at Miles Laboratories Pan American Inc., named director of international operations for Lanolin Plus, Newark, N. J.

John L. Bricker, corporate vp for marketing and director, Colgate-Palmolive Co., N. Y., resigns position on or before April 15.

Louis C. FitzGerald announces formation of FitzGerald-Toole Co., new advertising agency in Providence, R. I. Mr. FitzGerald, elected president, formerly headed own agency. **Philip B. Toole,** assistant director of advertising of Sheraton Corp. of America, appointed vp and treasurer. Offices are at 58 Weybosset Street, Providence.

Mr. Ivey

Marc C. Ivey, former account executive on Kasco dog food at Donahue & Coe, N.Y., joins Best Foods Div. —Corn Products Sales Co., that city, as vp and manager of Kasco sales. Prior to his association with D&C, which began in 1959, Mr. Ivey was with MacManus, John & Adams, Bloomfield Hills, Mich., as senior account executive in consumer division.

George R. Gibson, formerly of Gardner Adv., N. Y., joins Lambert & Feasley. that city, as senior account executive on Listerine Antiseptic.

Thomas L. Harris promoted to vp and member of executive committee, Daniel J. Edelman & Assoc., Chicago, pr firm

William J. McGoogan Jr., formerly with Gardner Adv., joins Hebert Adv., St. Louis, as account executive and client service coordinator.

Bill Parker, formerly account executive with Galaxy Adv., joins Anderson-McConnell Adv., Hollywood, in same position. He replaces **Harvey Waldman** who resigned.

Carlene Watts promoted to assistant account executive at Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. Miss Watts was traffic coordinator.

Robert Denning, at one time account executive at former Bryan Houston, N. Y., named account executive on Listerine Tooth Paste at Lambert & Feasley, that city.

James Teague, formerly with Gibbons Adv., and DeFelice Adv., both Tulsa, named account executive at White Adv., that city. **Daniel B. Miller,** formerly with *Oil & Gas Journal,* Tulsa, appointed production manager.

Robert L. Thalhofer, formerly of Johnson & Johnson, joins Lennen & Newell, N. Y., as account executive on Colgate-Palmolive Co.

Harry Torp, Grant Adv., **John Scanlan,** Benton & Bowles, and **Edward Kobza,** Kenyon & Eckhardt, all New York, joins Profit Research Inc., that Bates & Co., N. Y.

William Eynon, formerly radio-tv director of Maxwell Sackheim Co., New York, joins Profit Research, Inc., that city, in same capacity.

Frank M. Smaldone appointed graphic arts director for Charles N. Stahl Adv., New York. Other changes:

Bristol Reelected

Lee H. Bristol, chairman of Bristol-Myers Co., re-elected chairman of board of directors, The Advertising Council. Re-elected as vice chairmen were **Leo Burnett,** chairman, Leo Burnett Co.; **Edwin W. Ebel,** vp, advertising, General Foods Corp., and **Edward C. Von Tress,** senior vp, Curtis Publishing Co. Six new directors elected to council's board are: **Robert Hurleigh,** Mutual president; **Gov. LeRoy Collins,** NAB president; **Max Banzhaf,** director of advertising, promotion and pr, Armstrong Cork Co.; **Raymond F. Sullivan,** chairman, Sullivan, Stauffer, Colwell & Bayles, and **Edward G. Gerbic,** vp, Heublein Inc.

Harry Forwell and **John Ciampi** named resident merchandising consultants and **Jerrold Feldman** and **John S. Emory** appointed account executives.

William Diehl, manager of production department, The Kudner Agency, N. Y., named manager of production and traffic.

Mr. Mulvey

William W. Mulvey, formerly executive vp of Cunningham & Walsh, New York, joins McCann-Erickson, that city, as senior vp, effective April 1. He has been with C&W for eight years and served on agency's executive committee and board of directors. Mr. Mulvey began his advertising career as copywriter at BBDO, New York, and later served with Kenyon & Eckhardt and Maxon, both New York.

Raymond M. Schwarz, former production manager, WJRT Flint, Mich., joins Gardner Adv., St. Louis, as broadcast service manager.

B. Gail Yingling, formerly assistant to comptroller at Grey Adv., appointed comptroller and treasurer of Storer Television Sales, New York.

Richard R. Hoffman, formerly in marketing research department of Max Factor & Co., Hollywood, named research manager of BBDO Los Angeles.

L. K. (Bud) Warden named to newly created post of manager of brand plans, in Purex Co.'s advertising department. Mr. Warden was previously brand manager. **Martin J. Mann** joins advertising department as brand manager, he was with Alfred Politz Research Co., New York.

W. B. Bryan named advertising manager of 20 Mule Team Products department of United States Borax & Chemical Corp. Mr. Bryan was formerly account executive with Foote, Cone & Belding and Benton & Bowles.

Edward S. Early, formerly brand manager, Philip Morris Inc., N. Y., joins Lambert & Feasley, that city, as account executive on Fizzies Sparkling Drink Tablets and proprietary new products accounts.

THE MEDIA

Richard P. McKee becomes owner and president of WKTS (formerly WKTL) Sheboygan, Wis. Mr. McKee is former owner of WKCB and WKCQ Berlin, N. H. **W. C. Porsow,** formerly national sales manager of WFRV-TV Green Bay, Wis., named vp and station manager. **Bob Beringer,** formerly of WOKY Milwaukee, named manager in charge of programming and production.

John F. Cundiff named station manager of WNHC-TV New Haven, Conn. He will continue as general manager in addition to his new duties. Mr. Cundiff joined Triangle Stations as general sales manager of WNHC-TV. He previously served as sales manager of KCRG Cedar Rapids, Iowa.

Earl Burnam, formerly general manager of KSYD Wichita Falls, Tex., appointed station manager of KOOL Phoenix, Ariz. He is 15-year broadcasting veteran.

Perry W. Carle promoted to general manager of KOOD Honolulu. Mr. Carle, formerly sales manager, replaces **Richard H. Lee** who resigned.

Sandy Jackson promoted to assistant manager of KOIL-AM-FM Omaha, Neb. Mr. Jackson, in Omaha area broadcasting since 1943, has been with KOIL three years.

William A. Vaughn appointed president and general manager of WYFM (FM) Charlotte, N. C. Other changes: **Ellen Tripp** named advertising director; **Donald Trapp,** operations manager and **Maxine Harriss,** office manager.

John Baade Jr., formerly sales-service director of WOAI-TV San Antonio, promoted to newly created post of local sales manager. **John K. Chamberlain**

ON THE SPOT RECORDING *

MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

WAST PUTS YOUR MESSAGE ACROSS

In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

SELL Where People BUY WAST ch. 13 ALBANY, N. Y.

call your H-R man

WPOP
HARTFORD—CONN.

Central Connecticut's STATION with COMPLETE FAMILY SERVICE PROGRAMMING

WPOP

Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.

A TELE-BROADCASTERS STATION

joins sales staff, he previously was professional services representative with Procter & Gamble. **Winston Bode** joins news staff of WOAI-AM-TV. Mr. Bode was formerly with radio-tv department of U. of Texas, Austin.

Donald J. Sherman, sales representative of WENE Binghamton-Endicott, N. Y., promoted to local sales manager, succeeding **Morgan M. Brown,** named general sales manager. **Paul F. Kagen** joined as sales representative.

Jack Keith named sales manager of WGTO Cypress Gardens, Fla.

John M. Carroll Jr. joins local sales staff of WIS Columbia, S. C. He was formerly sales representative for WNOK, that city.

Burroughs H. (Buck) Prince, managing editor, NBC Radio's *Monitor,* named N. Y. news manager, NBC. **Arthur Wakelee,** manager of special projects, becomes news producer.

E. James McEnaney promoted to general manager of WHIM Providence, R. I. He was sales manager and later became vp of Buckley-Jaeger Broadcasting Corp., parent organization.

David Schwartz named general manager of KUTY Palmdale, Calif. He was formerly sales manager of KUDU Ventura, also Calif.

George A. Crandall joins WJBK Detroit as general sales manager. Mr. Crandall previously served as sales representative for WCAR, that city.

Mr. Fehlman

Robert C. Fehlman assumes position of vp and general manager of WPDQ Jacksonville, Fla. Mr. Fehlman was affiliated for twenty years with WHBC Canton, Ohio, which just recently purchased Florida outlet. He is past president of Ohio Assoc. of Broadcasters.

Griffith E. Fulton, formerly of The Katz Agency, N. Y., joins N. Y. sales staff of Blair-TV.

Harvey Glor, formerly of Adam Young Co., Chicago, joins Daren F. McGavren, that city, as sales representative.

Robert B. Paris joins sales staff of WTTG (TV) Washington, D. C. He formerly was on sales staff of WMBR Jacksonville, Fla.

Eric Ross, formerly account executive at KOSI Aurora, Colo., joins sales staff of KICN Denver.

William H. Kline appointed chief engineer of WJDY Salisbury, Md. He has been with station for two years.

Richard H. Gundle appointed commercial manager of WTMT Louisville, Ky. He was previously with WKLO, that city.

B & J, Gordon merger meeting

Merger of Bozell & Jacobs Inc., with Phil Gordon Agency, both Chicago, was announced March 13. **Nathan E. Jacobs,** B & J board chairman (c) gets together with **Dan Smith** (l) president, and **Philip W. Abrams** (r) executive vp of Gordon Agency. Merger will boost B & J billings by about $1 million. Mr. Smith and Mr. Abrams join organization as vps and planning board members.

William J. Gallagher, former account executive with Ziv-Tv, joins WSOR Windsor, Conn., as commercial manager. Station will make its air debut shortly.

Thomas E. Wood, formerly account executive, George P. Hollingbery Co., N. Y., joins H-R Representatives, that city, in same capacity.

John R. Whittaker, formerly account executive with *Los Angeles Times,* appointed to same position with KFWB, that city.

Bill Clayton, formerly district manager for Independent Television Corp., joins KNX-CBS Pacific Network sales staff as account executive. Mr. Clayton was account executive at KONA-TV Honolulu before joining ITC.

Mr. Morgan

W. S. (Bill) Morgan resumes his post as vp in charge of national sales for all McLendon Stations. Mr. Morgan had taken six months leave of absence to devote his entire time to KLIF Dallas, at which time he also continues to serve as general manager. McLendon Stations are: KLIF Dallas, KILT Houston, KTSA San Antonio, KABL San Francisco, KEEL Shreveport, WYSL Buffalo, and serves as exclusive representative of XEAK Tijuana, Mex.

Jim Bruce, formerly associated with Croslev Broadcasting Co., Cincinnati, joins WWIL Ft. Lauderdale, Fla., as news director.

Jack Swart, formerly news director of WWIL Ft. Lauderdale, to WHYS Ocala, both Florida, in similar capacity. **Art Ross,** also of WWIL, joins WHYS as air personality. **Dick Northey** appointed chief engineer.

Mr. Margolis

Ben Margolis will join Television Advertising Representatives Inc., N. Y., on March 27 as administrative assistant to general manager Larry H. Israel. Mr. Margolis, who leaves CBS after 24-year association, was most recently business manager of CBS Television Spot Sales.

Jack O'Grady, formerly of WNEW New York, transfers to WNEW-TV, that city, as assistant news director.

Lou Gordon named news commentator at WXYZ Detroit.

Gerald E. Marenoff, director of auditing, CBS-TV Stations Div., appointed business manager, CBS-TV Spot Sales. Mr. Marenoff, who joined CBS in 1959, was formerly chief accountant, NBC o&o tv stations.

David N. Simmons, formerly president, Simmons Assoc., N. Y., joins Devney-O'Connell, that city, as vp in charge of tv. Before he started his own rep firm in 1955, Mr. Simmons was vp at John Blair & Co., N. Y., responsible for director advertiser and client contact.

Ralph McFarland, former floor manager and tv director, assumes duties of production manager of WJBF (TV) Augusta, Ga. **Jerry Fraser** named tv director, and **Malcolm Tyler** station photographer.

Sam Somora, formerly promotion manager of WXYZ Detroit, appointed to same position at WJBK, that city.

Casey Cohlmia named director of promotion and publicity for WFAA-AM-FM-TV Dallas. Mr. Cohlmia has been with station for two years.

Mr. Mirvis

Marvin Mirvis appointed general sales manager of WITH-AM-FM Baltimore. Mr. Mirvis was sales executive for WITH, then became manager of WSID, that city, and later regional manager for stations in United Broadcasting group. **William S. Pirie Jr.** named local sales manager and **Jack Parks** national sales manager.

Charles H. Cash Jr. appointed director of sales promotion for KTVI (TV) St. Louis. Mr. Cash, who comes from WSM-TV Nashville, Tenn., where he was promotion manager, will assume duties held by Don B. Curran, who resigned to accept newly created post of director of publicity and promotion for ABC o&o stations (BROADCASTING, March 13).

Len Gurry joins WLOS-TV Asheville, N. C., as advertising continuity director.

Edmund Williams appointed supervisory tv engineer on staff of U. of Ohio, Athens, Ohio.

Felix Adams, previously assistant to general manager and in charge of merchandising at KGMS Sacramento, appointed merchandising director at KRAK, that city.

John E. Crawford named national sales manager of WTVM (TV) Columbus, Ga. He previously was with Young Television Corp., New York. **Ben Purvis** appointed regional sales manager and **Lynn Avery** local sales manager, succeeding Mr. Purvis.

Ted Hepburn, local sales manager of WHLO Akron, Ohio, promoted to general manager. **Bob Shipley,** program director, advances to operations director. **Bill Muser,** account executive at WARM Scranton, Pa., to Susquehanna Broadcasting (parent organization), York, Pa., to coordinate and develop sales promotion.

Don Shafer joins KXOK St. Louis, as air personality. Mr. Shafer served

1260 FEET HIGH IN THE GEORGIA SKY!

another TALL one by

Stainless,

serving jointly:

CHANNEL 9

WTVM

MARTIN THEATRES TV

WRBL TV Channel 3

COLUMBUS BROADCASTING CO.

and—it can go still higher!

We've said it before: nothing beats increased tower height! **And wise broadcasters are now buying towers that can go still higher**—for just a fraction of the cost per foot of a new one. If you're planning a new tower of any kind, here's a suggestion: Let Stainless' experienced engineering staff spare you problems and headaches. It's that easy. Get in touch with Stainless today.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

in similar capacity and also was production manager for KOMA Oklahoma City.

Joel Rose, formerly news director of WCUE Akron, Ohio, appointed night news editor of WHK Cleveland. He replaces **Jerry Healey** who is moving to WBBM-AM-TV Chicago. **Dolores Simko,** formerly sales secretary at WHK, named sales service director of WIP Philadelphia. WHK and WIP are Metropolitan Broadcasting Corp. stations.

PROGRAMMING

Eugene V. Klein elected president of National Theatres & Television. Mr. Klein had been director of NT&T and vice chairman of corporation. He replaces **B. Gerald Cantor,** who will now devote his time to carrying out corporation's diversification and expansion program.

Albert G. Hartigan named eastern division manager, ABC Films, in general division realignment. Other appointments include **James Delaney** who has been named southern division manager; **Michael G. Gould,** central division manager; **James Tobin,** in charge of western operations, and **Donald Joannes,** who was named western sales manager in charge of syndicated sales.

New officers

The Film Producers Assn. of New York has elected the following officers: **William Van Praag,** Van Praag Productions, president; **Robert Gross,** American Film Producers; **Thomas Craven,** Craven Film Corp., secretary, and **Peter M. Mooney,** treasurer. New officers will serve throughout 1961.

Russ Raycroft, formerly station manager, KPLR-TV St. Louis, joins Official Films, N. Y., as vp and general assistant to Official president Seymour Reed.

Henry L. Luhrman, formerly southeastern sales manager for NTA, Atlanta, and sales director of Merchants Broadcasting System, division of Tape-Athon of Inglewood, Calif., appointed vp and general manager of MBS Chicago.

Ernest Motyl named to head New York office of MGM's TV Commercial and Industrial Div. He formerly spent ten years at J. Walter Thompson as executive tv producer.

Fenton Earnshaw appointed producer of Warner Bros.' new tv series, *Solitaire*. He will report to William T. Orr, tv executive producer.

William Stuart and **Joel Rogoslin** named producers in tv department at Warner Bros., Burbank, Calif.

Richard Crane promoted to national sales director of World Broadcasting System, Philadelphia. Mr. Crane was formerly southern regional sales manager.

Don Estey joins Jack Denove Productions, Hollywood, as vp and producer. He was former president of Tel-National Inc., recording firm. Mr. Estey will be in charge of company's new industrial and training film div.

Sloan Nibley, formerly writer-producer with Revue Studios, joins Ralph Edwards Productions, Hollywood as writer for *This Is Your Life*.

Peggy Phillips, formerly story editor of Screen Gems, joins writing staff of Selmur Productions, Hollywood.

Howard Keel, former president of Screen Actors Guild, Hollywood, appointed alternate member on Guild's board of directors.

Len Appelson, film editor at HFH Productions, N. Y., named director of live action films.

John F. Tobin, eastern sales manager, California National Productions, N. Y., joins ABC Films, N. Y., as representative for network sales.

John Fernandez, sales manager, NTA Spot Sales, N. Y., appointed general sales manager of division.

George Mitchell, former account executive, United Artists Television, joins Seven Arts Associated, as west coast division manager.

Douglas J. Baker, chief of production, Film Counselors Inc., N. Y., joins Van Praag Productions, that city, as director of production.

Peter A. Krug, formerly tv account executive, BBDO, N. Y., joins William J. Ganz Co. and its affiliate organization, Institute of Visual Communication, as production supervisor.

Herb Wallerstein, formerly assistant director at Columbia and Screen Gems, Hollywood, promoted to associate producer on Screen Gems' *My Sister Eileen* series.

EQUIPMENT & ENGINEERING

R. C. Bertelsen, superintendent of pressure sensitive tape operations at Hutchinson, Minn., plant of Minnesota Mining and Manufacturing Co., promoted to manager of 3M's St. Paul tape plant. Mr. Bertelsen, succeeds **A. F. Jacobson,** promoted to manager of tape and adhesives, coatings and sealers plant, Bristol, Pa. Mr. Jacobson replaces **W. A. Aitken,** who was named manufacturing manager for all 3M tape operations.

Jack Horowitz, formerly director of manufacturing and chief engineer for Renwal Plastics Corp., named general manager of Telechrome Manufacturing Corp., Amityville, N. Y.

David A. Flude, district sales manager, Pittsburgh, Sylvania Home Electronics Corp., named manager of Philadelphia branch.

Edward P. Whitney, formerly executive director of National Community Television Assn., Washington, D. C., named national sales manager of Ameco, division of Antennavision Inc., Phoenix.

Paul W. Van Orden named manager of marketing research for General Electric Co.'s receiving tube department, Owensboro, Ky. Mr. Van Orden succeeds **A. E. Kimball,** who became marketing research manager of advanced product planning operation of company's electronic components division.

Wilson K. Chapman appointed sales engineer for Raytheon Co.'s Semiconductor Div. Mr. Chapman was formerly with Remington Rand Div., Sperry Rand Corp.

Frank Pyle Jr., general manager, promoted to vp of Utah Radio & Electronic

Corp., Huntington, Ind. **Robert L. Webster,** formerly chief accountant and assistant treasurer, promoted to treasurer.

Kenneth B. Booth, formerly vp of sales for Kahn Research Labs. and vp for sales for Audio-Video Products Corp., named eastern regional sales manager for Gates Radio Co., subsidiary of Harris-Intertype Corp. He will headquarter in Quincy, Ill.

R. Paul Comstock Jr., formerly of Textron Electronics, appointed to newly created position of vp and director of marketing of ITA Inc.

Jack H. Wilks named head of new Glendale, Ohio, field engineering office of Adler Electronics, New Rochelle, N. Y.

Richard W. Hanselman, formerly field sales representative at RCA Sales Corp., appointed manager of product line development.

Delbert D. Thompson, formerly advertising and sales promotion manager with Hotpoint, joins Zenith Sales Corp. as advertising manager.

Jack West, formerly producer services manager of General Film Laboratories, Hollywood, Calif., named manager of firm's central division, Kansas City. Mr. West succeeds **Neal Keehn,** named vp in charge of sales in home office.

Louis Martin joins Eitel-McCullough, San Carlos, Calif., as manager of marketing operations. He formerly was general marketing manager of Electron Tube Div., Westinghouse, Elmira, N.Y.

Benjamin D. Beach appointed to newly created post of director of planning of Vector Manufacturing Co., Southampton, Pa.

Arthur C. McCarroll appointed pr director for Hoffman Electronics Corp., Los Angeles. Prior to joining firm he was west coast pr manager for Chrysler Corp., that city.

Glenne Matthews of Eastman Kodak Co., Rochester, N. Y., elected editorial vp, Society of Motion Picture & Television Engineers, N. Y.

Edward A. Williams elected vp, operations control for Collins Radio Co. He was formerly controller of Collins' Cedar Rapids Div. **Robert P. Dutton** appointed vp of government representation. He was formerly manager of Collins Radio Co.'s Washington, D. C. office.

ALLIED FIELDS

Douglas Manson, formerly vp, Benton & Bowles, N. Y., and head of own placement agency, joins Jerry Fields Assoc., N. Y., advertising personnel agency, as vp of new business development.

John L. Ellinger, formerly general manager of WNAB Bridgeport, Conn., leaves to represent consultant firm of Edward J. DeGray & Assoc. Mr. Ellinger will leave for Europe where he will make a compilation and analysis of European radio and tv markets. The newly formed firm is headed by **Edward J. DeGray,** past president of ABC Network.

INTERNATIONAL

William L. Robinson, formerly representative at Screen Gems of Canada Ltd., appointed manager of tv sales in Canada for MGM-TV. He will headquarter in Toronto.

Robert L. Lee, radio-tv director of Young & Rubicam Ltd., Toronto, and prior to that manager of CHUM Toronto, named representative of sales and program production of MCA Canada Ltd., Toronto.

Ralph Hart, vp of McConnell-Eastman & Co., Toronto advertising agency, to advertising services manager of Lever Bros. Ltd., that city.

Mario Ghio, formerly general manager, Central America and Ecuador, Paramount Pictures Inc., joins Central American Television Network as sales coordinator, headquartering in Panama City, Panama.

David Main and **Alan Shalleck,** formerly of CFTO-TV Toronto, to CFCF-TV Montreal.

GOVERNMENT

Mr. Kessler

Joseph J. Kessler, for two-and-a-half years in FCC's Renewal & Transfer Div. of Broadcasting Bureau, joins Washington-New York law firm of Fly, Shuebruk, Blume & Gaguine. Mr. Kessler, who worked as announcer and director at WEW and KTVI (TV) St. Louis and WGEM-AM-FM-TV Quincy, Ill., was on faculty of St. Louis U. from 1955 to 1958. He received his law degree from St. Louis U.

DEATHS

Alvah H. Chapman Sr., 71, died March 12, in Columbus, Ga. He was president of R. W. Page Corp., owner of 51% of WRBL-AM-FM-TV Columbus, Ga.

Sanford F. Essig, 64, electronic scientist for International Telephone & Telegraph Corp., died March 5, in auto collision.

DON'T LOOK IF YOU CAN'T STAND THE SIGHT OF COURAGE

Therapy can hurt, but she's game. Determined not to stay a cripple. Therapy also costs—more than any child can pay. But people have got to help people, and she's got the guts if you've got the cash. Put your money where your heart is. Fight with her—against crippling. Give to Easter Seals!

THE EASTER SEAL FUND APPEAL

Canadians get together for second network

CFTO'S PURCHASE OF FOOTBALL RIGHTS DOES THE TRICK

A second Canadian television network is now almost a certainty with Canadian professional football bringing the various factions together. Spence Caldwell, Toronto film and equipment distributor and program producer, now expects his company will be able to announce to the Board of Broadcast Governors that the second Canadian tv network will go into operation this fall with all eight two-tv-station cities in the network. Mr. Caldwell holds a license from the BBG to form such a network.

Primary factor in formation of the network was the signing of professional Big Four Canadian football games for two years by CFTO-TV Toronto, Ont., for $750,000. CFTO-TV found that, while it had outbid the Canadian Broadcasting Corp., for the games, it could not readily obtain a network to broadcast the games. CBC officials stated that any of its affiliated stations which carried the games would lose all CBC programs. As CBC has the only national network at present, this meant CFTO-TV could sell the program only to CFCF-TV Montreal, Que., and CJOH-TV Ottawa, Ont. Likelihood of a special network for the purpose did not look good, as the BBG had intimated such a national sporting event as football should be carried by the widest possible network.

CFTO-TV had held out against joining the Caldwell network, as under the license obtained by Mr. Caldwell all affiliated stations together could not hold more than 49% of stock. CFTO-TV wanted control of the network.

How It Happened ▪ Following meetings between CFTO-TV's president John Bassett and Al Ouimet, CBC president, and BBG officials at Ottawa, Mr. Caldwell and Mr. Bassett met at Toronto on March 9 and decided to join hands. Mr. Caldwell has lined up the other seven Canadian tv stations forming the second stations in as many cities, and CFTO-TV's capitulation gives the Caldwell network organization the green light to go ahead. Mr. Caldwell already has an option on a microwave link across Canada.

A meeting of the eight stations is to be held at Toronto late in March to ready plans for starting operations in late August or early September. The other stations joining the Caldwell group with CFTO-TV are CFCF-TV Montreal; CJOH-TV Ottawa; CHAN-TV Vancouver; CJAY-TV Winnipeg, Man.; CFCN-TV Calgary, Alta.; CFRN-TV Edmonton, Alta.; and CJCH Halifax, N. S.

The stations will be offered shares in the Caldwell organization, up to 49% of total shares. It is expected the stations will be offered shares according to the size of their audience, which would give CFTO-TV about 32% of the shares offered.

The BBG announced on March 10 that in its opinion the Grey Cup Canadian football classic and its preliminary play-off games should be carried by the CBC national network. This is considered a warning that the BBG would look askance at any private group of stations outbidding the government's CBC for the rights to televise the championship games.

CFTO-TV Toronto, had offered the Big Four games free to any CBC affiliated stations in eastern Canada, except for the coverage of CFTO-TV, CFCF-TV and CJOH-TV. This was turned down by the CBC whose spokesmen stated that the CBC network could not be broken up. CBC owns the other tv stations in Toronto, Ottawa and Montreal.

RECIPE for COMMERCIAL SUCCESS!

WDEF-TV

Delivers the THREE Most Important Ingredients:

1. ATTENTION
Getting Presentations

2. INTEREST
In Client's Needs

3. CASH Register
Ringing Sales

Your Spot is Worth More on . . .

CHATTANOOGA
Call BRANHAM

Canadian awards

CHUM Toronto, Ont., was awarded the John J. Gillin Jr. Memorial Award for 1960 for outstanding public and community service, at the annual dinner of the Canadian Assn. of Broadcasters at the Hotel Vancouver, Vancouver, B. C., on March 15. This award, in memory of John J. Gillin Jr. of WOW Omaha, Neb., unofficial U. S. ambassador to Canadian broadcasters, is the major award in the Canadian broadcasting industry.

Glen A. Robitaille, engineer of CFPL London, Ont., was awarded the Col. Keith S. Rogers Memorial Award "for his significant contribution to the art of radio broadcasting in the matter of automatic programming." This award is in memory of Col. Keith Rogers, founder of CFCY Charlottetown, P.E.I.

CBC-TV, Carling sign for big sports package

The Canadian Broadcasting Corp. and Carling Breweries Ltd. last week announced "the largest sports package ever arranged for Canadian television viewers." A 52-week series, *World of Sport*, begins Saturday, April 8, ranging the world for events to telecast varying days.

On the calendar will be the Canadian triple crown of horse racing, Winnipeg rodeo, Sculling, the Commonwealth Assn. cup final in football, English-Mexican soccer, U. S. racing and football. The announcement by H. G. Walker, CBC general manager, and C. O. Dalton, president of Carling Breweries Ltd., climaxed eight months of negotiations to network the program coast to coast. Agencies for Carling are F. H. Hayhurst Co. Ltd. (Black Label) and McKim Advertising Ltd. (Red Cap Ale). The CBC also is considering a similar sports program for its French network.

CBC starts Sunday tv spots

Canadian Broadcasting Corp. will soon use spot announcements on Sundays on its television stations and network. Previously spot announcements were only used on weekdays by CBC on both English and French stations. First 20-second spot announcements start on April 9 immediately preceding and following the *Ed Sullivan Show*. Preceding the show the spots will be for Cue-Tips (Canada) Ltd., Toronto, through Kastor, Hilton, Chesley, Clifford & Atherton.

Ltd., Toronto. After the show Imperial Tobacco Ltd., Montreal (Players cigarettes) will follow with 20-second spots placed through McKim Adv. Ltd., Montreal.

BBG renews licenses for varying periods

Seven new television satellite stations were recommended for licenses and 71 Canadian broadcasting stations were recommended for license renewals for varying periods at a meeting of the Board of Broadcast Governors at Ottawa, Ont.

CKEY Toronto, Ont., whose sale to Shoreacres Broadcasting Co. was recommended following the meeting (BROADCASTING, March 13), and CKOY Ottawa, Ont., had their licenses renewed for one year to March 31, 1962. Fourteen stations, including new CFCF-TV Montreal, Que., and CKLW-TV Windsor, Ont., were recommended for renewal for a two-year period to March 31, 1963. Sixteen stations had their licenses recommended for renewal to March 31, 1964; 14 to March 31, 1965, including CBLT (TV) Toronto; and 25 to March 31, 1966.

New tv satellite stations were recommended for Salmon Arm, B. C., to the Okanagan Valley Television Co. Ltd., on ch. 5, with power of 5 w, to operate as a satellite of CHBC-TV Kelowna, B. C.; at Eastend, Sask., for a 5 w satellite on ch. 2 of CJFB-TV Swift Current, Sask.; at Val Marie, Sask., for a 5 w transmitter on ch. 2 as a satellite of CJFB-TV Swift Current; at Carlyle Lake, Sask., for a ch. 7 satellite of CKOS-TV Yorkton, Sask., with 19 kw video and 10 kw audio power; at Edmundston, N. B., for a ch. 13 satellite of CJBR-TV Rimouski, Que., with 715 video and 357 w audio power; at Harrison Brook, Que., to CKCW-TV Moncton, N.B., for a satellite on ch. 7 with 865 video and 433 audio power as a satellite of CKAM-TV Campbellton, N.B.; at Bon Accord, N.B., a ch. 6 satellite with 54.7 kw video and 27.3 kw audio power for CHSJ-TV Saint John, N.B.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Other Changes ▪ CKBL-TV Matane, Que., received approval for a change in site of its transmitter and increase in power from 150 kw to 153 kw video power, and from 90 kw to 92 kw audio power. Antenna height was increased from 629 feet to 2,336 feet on ch. 9.

CKVD Val D'Or, Que., had a power boost approved on 1230 kc from 250 watts to 1 kw day and 250 w night.

CHCA-TV Red Deer, Alta., received a power increase for its satellite at Coronation, Alta., on ch. 10 from 670 w to 12.4 kw video, and from 335 w to 6.2 kw audio power.

CFCL-TV-2 Elk Lake, Ont., was recommended for a change in location to Kearns, Ont., and a change in power from 3.52 kw to 2.49 kw video, and from 1.76 kw to 1.245 kw audio power, on ch. 2, with antenna height changed from 462 feet to 737 feet, and from an omni-directional to a directional antenna.

Applications for new tv satellites for CFQC-TV Saskatoon, Sask., at Stranraer, Sask., and for CJFB-TV Swift Current, Sask., at Kindersley, Sask., were deferred for further hearing at the April 11 meeting.

New fm stations requested by CKY Winnipeg, Man., and CFCN Calgary, Alta., were deferred, as was an application for a power increase by CJLR Quebec City, Que., from 5 kw to 10 kw on 1060 kc. CKRD Red Deer, Alta., was turned down on its application for a power boost from 1 kw to 10 kw day and 1 kw night on 850 kc until such time as it "has given evidence of a program service more consciously related to the needs of the community," the BBG stated.

BBG'S hearing schedule

The Canadian Board of Broadcast Governors has announced that it will hold its remaining 1961 meetings and public hearings at Ottawa on April 11, June 20, Aug. 22, Oct. 1 and Nov. 28. Hearings usually last two or three days. Announcements of applications to be heard will be made in the official *Canada Gazette* at Ottawa, as required by the Canada Broadcasting Act.

CBC plans new French tv

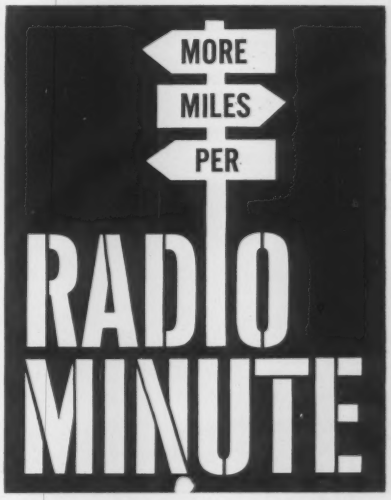
Canadian Broadcasting Corp., Ottawa, Ont., plans to apply for a French-language television station at Quebec City, Que. At present CFCM-TV Quebec City, independent station, is only French-language tv station in Quebec City, capital of the province of Quebec. It carries most CBC French-language network shows, but CBC's president Al Ouimet stated that it is "time to bring full network programming to Quebec City, and also to set up studios and originate programs from this important French-language center."

French-language tv network now operates from Moncton, N. B., in the Atlantic coastal region to Sturgeon Falls, in the northern part of Ontario. Only CBFT (TV) Montreal and CBOFT (TV) Ottawa, now originate French programs.

CBC to replace CBX with two stations

CBX Edmonton, Alta., 50-kw station of the Canadian Broadcasting Corp. on 1010 kc, will be replaced with two high-powered transmitters to give better national service in Alberta. CBC President Al Ouimet said an engineering study has been completed for this purpose.

The CBX transmitter is located at Lacombe, Alta., halfway between Calgary and Edmonton. The new transmitters are to be located near these cities, and studios will be built at Calgary. Edmonton already has CBC studios. Mr. Ouimet said CBC will apply this fall to the Canadian Department of Transport and the Board of Broadcast Governors for the two stations. They can be on the air 18 months after approval, he said.



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 9 through March 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

***Schenectady, N. Y.—Mohawk-Hudson Council on Educational Television Inc.** uhf ch. 17 (488-494 mc); ERP 23.99 kw visual, 10.47 kw aural; antenna height above average terrain 753.1 ft., above ground 57.75 ft. Estimated construction cost $93,147, first year operating cost $51,650, donations expected $69,000. P.O. address Riverside School, Front St. Studio location R.D. #1, Voorheesville, N. Y. Transmitter location same as studio. Geographic coordinates 42° 38′ 07″ N. Lat., 74° 00′ 00″ W. Long. Transmitter RCA TTU 1-B, antenna GE helical TY-25-B. Legal counsel Norman E. Jorgensen, Washington, D. C. Consulting engineer Henry C. Cronin, Schenectady. Ann. March 15.

New am stations

ACTIONS BY FCC

Wheeling, W. Va.—Radio Wheeling Inc. Granted 1470 kc, 500 w D. P.O. address c/o George Beneke, Riley Law Bldg., Wheeling. Estimated construction cost $22,765, first year operating cost $75,000, revenue $105,000, Applicants include **E. J. Flaccus** (50%) and **George F. Beneke** (47½%). Mr. Flaccus is in real estate, motor transportation, gas and oil distribution, and horse breeding. Mr. Beneke is attorney. Action March 15.

APPLICATIONS

Spokane, Wash., Moore Bcstg.—550 kc, 500 w D. P.O. address 904 Balfour Bldg., San Francisco. Estimated construction cost $73,350, first year operating cost $90,000, revenue $100,000. Principals are **Gladys G.** and **Joseph A. Moore Jr.** (joint tenants). Mr. Moore is in shipbuilding and securities, Mrs. Moore is his wife. Ann. March 14.

Existing am stations

ACTIONS BY FCC

WADA Shelby, N. C.—Granted change from directional ant. to nondirectional, continued operation on 1390 kc, 500 w D.; engineering conditions. Ann. March 15.

WLAS Jacksonville, N. C.—Granted increased power on 910 kc, D, from 1 kw to 5 kw; engineering condition. Chairman Minow not participating. Ann. March 15.

WMFR High Point, N. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; waived Sect. 3.188(d) of rules; engineering conditions. Ann. March 15.

APPLICATIONS

WNAM Neenah, Wis.—Mod. of license to change station location from Neenah, Wis. to Neenah-Menasha, Wis. (1280 kc). Ann. March 14.

New fm stations

APPLICATIONS

Topeka, Kan.—Topeka Bcstg. Assn. Inc. 97.3 mc, 40.62 kw. Ant. height above average terrain 880 ft. P.O. address Box 119. Estimated construction cost $24,154, first year operating cost $6,000, revenue $6,000. Principals operate WIBW-AM-TV Topeka. Ann. March 14.

Canton, Ohio—Christian Bcstg. Assn. 98.1 mc, 39.96 kw. Ant. height above average terrain 495 ft. P.O. address Box 56. Estimated construction cost $46,682, first year operating cost $32,000, revenue $40,000. Principals are **Edwin M.** and **Jack M. Mortenson, Hayward McKnight, J. Stewart Brinsfield** and **George H. Ohman** (20% each). Messrs. Mortensons are ministers with equal partnership in religious record library. Mr. McKnight is minister as is Mr. Beinsfield. Mr. Ohman owns religious book store. Ann. March 14.

Existing fm stations

APPLICATIONS

WKLS (FM) Marietta, Ga.—Modification of license to change station location from Marietta to Atlanta, both Georgia. Ann. March 14.

Ownership changes

ACTIONS BY FCC

KRKD-AM-FM Los Angeles, Calif.—Granted transfer of control from estate of **Robert A. Yeakel** to **International Church of the Foursquare Gospel** (noncommercial KFSG Los Angeles, shares time with KRKD); consideration $1,500,000. KRKD proposes to apply for modification of license to operate full time. Ann. March 15.

KASI Ames, Iowa—Granted assignment of license from **William B.** and **Sue F. Ray** to **KBIZ** Ottumwa, Iowa; consideration $107,500 plus payment to assignor partners of $12,500 for professional services to Jan. 10, 1962, and agreement not to compete for five years in Story County, Iowa. G. L. Flambo, assignee president, has interest in WQUA Moline, WQUB Galesburg, both Illinois, and WECL Eau Claire, Wis.; four other stockholders have interests in latter station and two have interests in KDAL-AM-TV Duluth, Minn. Chairman Minow not participating. Ann. March 15.

WREB Holyoke, Mass.—Granted assignment of license to **Donald T. Hancock**; consideration $150,000 plus employing Messrs. Edmund F. Wakelin and Louis F. Oldershaw of assignor corporation as consultants for 5 years for $30,000 and $20,000, respectively; Wakelin and Oldershaw agreed not to engage in am broadcasting within 30-mile radius of Holyoke during their consultancy. Chairman Minow not participating. Ann. March 15.

WFME (FM) Detroit, Mich.—Granted assignment of cp to **Robert M. Parr**; consideration $2,550 for expenses; conditioned that assignment not be consummated until Parr surrenders cp for WRMP (FM) Allen Park, Mich. Ann. March 15.

KLTR Blackwell, Okla.—Granted transfer of control from **Dr. Forrest G. Conley** to **Robert F. Pool III** (present 45.6% owner); consideration $12,500 for Conley's 50.7% interest. Ann. March 15.

WBAW Reading, Pa.—Granted assignment of license to **Reading Radio Inc. (Wm. F. Rust Jr.** and **Ralph Gottlieb)**; consideration $307,000 (KA-5721 included in purchase) Rust and Gottlieb have interest in WKBR Manchester, WTSN Dover, both N. H.; WAEB Allentown, and WNCW York, both Pa. Chairman Minow not participating; Commissioner Bartley dissented and voted for hearing. Ann. March 15.

KBYG Big Spring, Tex.—Granted assignment of license from **Grady Franklin Maples, R. B. McAlister** and **James William Richardson** to **McAlister** (40% partner in assignor and interest in KZZN Littlefield, Texas); consideration $38,000 for Maples' 40% interest and $18,000 for Richardson's 20% interest. Ann. March 15.

KIZZ El Paso, Tex.—Granted assignment of license from **John S. Chavez** to **I. T.** and **Anne H. Cohen,** and **Norman L.,** and **Mariam W. Posen** (Sunland Bcstg. Co.); consideration $85,500. Ann. March 15.

KWRL Riverton, Wyo.—Granted assignment of license to **Riverton Bcstg. Co. (Tony A. Kehl,** president, **C. N. Sorensen, F. Loren Ellis,** and **Robert B. Fancher)**; consideration $105,000 and agreement not to compete in am broadcasting within 35-mile radius of Riverton for five years. Chairman Minow not participating. Ann. March 15.

APPLICATIONS

WHEP Foley, Ala.—Seeks asignment of license from **Southwest Alabama Bcstg. Co.** to **Stewart Bcstg. Co.** for $47,080. Purchaser is **James E. Stewart** (100%), who also owns 25% of Southwest Alabama Bcstg. Co. (WHEP, WBCA Bay Minette, Ala., and WWCC Bremen, Ga.). Ann. March 14.

WPOM Pompano Beach, Fla.—seeks assignment of license from **Gold Coast Bcstrs. Inc.** to **Almardon Inc.** in property exchange. Principals are **Albert J. Owler** (96.42%) and **Donald J. Owler** (3.58%). The Messrs. Owler are in real estate; Donald Owler is ⅓ owner as well of aircraft services business. Ann. March 14.

WHRW Bowling Green, Ohio—seeks assignment of license from **Howard R. Ward** to **WHRW Inc.** for $200,000. Purchaser is The Memorial Foundation, Columbus, O. Foundation trustees are Mr. and Mrs. H. Max Good and Leon Sullivan. Goods own Timberbrook Estates Inc., Columbus. Mr. Sullivan operates investment firm. Ann. March 14.

KCUE Red Wing, Minn.—seeks assignment of license from **Hiawatha Valley Bcstg. Co.** to **Northland Radio Corp.** for $77,500. Principals are Kingsley H. Murphy Jr. (50%) and Carroll E. Crawford (50%). Northland owns KOTE Fergus Falls, Minn., and KWEB Rochester, Minn. Ann. March 14.

WMIN St. Paul, Minn.—seeks assignment of license from **Franklin Bcstg. Co.** to **Tedesco Inc.** for $200,000. Principals are **Nicholas** and **Victor J. Tedesco.** Each owns 28.5% of Tedesco, Inc. They control or own entirely KWEB Rochester, Minn., WISK St. Paul, Minn., KCUE Red Wing, Minn., KFNF Shenandoah, Ia., and WIXK New Richmond, Wis. Ann. March 15.

WKNA (FM) Charleston, W. Va.—seeks assignment of license from **Joe L. Smith Jr.** to **Joe L. Smith Jr. Inc.** Company owns WJLS and WBKW (FM) Beckley, W. Va. Mr. Smith owns 79.63% of company. No financial consideration is involved. Ann. March 14.

Hearing cases

FINAL DECISIONS

■ Commission on March 7 made effective Jan. 16 initial decision to grant application of Associated Bcstrs. Inc. to increase power of WHYS Ocala, Fla., from 1 kw to 5 kw, continued operation on 1370 kc, D, subject to such interference as may be caused to its proposal by operation proposed by Southern Bcstg. Co. of Marianna in its pending application for new facilities on 1390 kc, 5 kw, D,

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
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WEST COAST
860 Jewell Avenue
Pacific Grove, California
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1625 Eye Street, N.W.
DIstrict 7-8531

in Gainesville, Fla. Ann. March 10.

■ Commission on March 8 made effective Jan. 17 initial decision to grant applications of Rogue Valley Bcstrs. Inc. to change facilities of station KWIN Ashland, Ore., from 1400 kc, 250 w, U, to 580 kc, 1 kw, DA-2, U and of R. W. Hansen to increase power of KCNO Alturas, Calif., from 1 kw to 5 kw, continued operation on 570 kc, D. Ann. March 10.

■ Commission on Jan. 20 made effective Dec. 1, 1960 initial decision to grant application of KMUL Muleshoe, Tex. to increase power from 500 w to 1 kw, continued operation on 1380 kc, D. Ann. March 10.

■ Commission on March 10 made effective Jan. 19 initial decision to grant applications of (1) Iola Bcstg. Corp. for new am station to operate on 1370 kc, 500 w, DA, D, in Iola, Kans., of (2) Heart of America Bcstrs. Inc. to change facilities of KUDL Kansas City, Mo., from 1 kw, D, to 5 kw-D, 500 w-N, DA-2, and to change principal city to be served from Kansas City to Fairway, Kans., continued operation on 1380 kc, of (3) Washington Home and Farm Radio Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition. Dismissed without prejudice application of Washington County Bcstg. Co. for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. March 14.

STAFF INSTRUCTIONS

■ Commission on March 15 directed preparation of document looking toward granting application of Sunbeam Television Corp. for new tv station to operate on ch. 7 Miami, Fla., and denying competing applications of WCKT East Coast Television Corp., and South Florida Television Corp.

Commission on March 15 directed preparation of document looking toward granting application of South Florida Amusement Co. for new tv station to operate on ch. 6 Perrine, Fla., and denying competing applications of Publix Television Corp., Perrine, and Coral Television Corp., South Miami. Sept. 12. 1960 initial decision looked toward this action.

Announcement of these preliminary steps does not constitute Commission action in such cases, but is merely an announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision to grant application of Radio Georgia for new am station to operate on 1590 kc, 500 w, D, in Thomaston, Ga. Ann. March 14.

■ Hearing Examiner Herbert Sharfman issued initial decision (1) to grant applications of Mitchell Melof for new am station to operate on 1550 kc, 10 kw, D, in Smyrna, Ga., of John M. McLendon for new station on 1550 kc, 10 kw-N, 50 kw-LS, DA-2, in Jackson,Miss., engineering conditions and program tests not to be authorized until permittee has shown that McLendon has divested himself of all interest in, and severed all connection with WOKJ Jackson, of James A. Noe for new station on 1550 kc, 5 kw, D, in Baton Rouge, La., of Springhill Bcstg. Co. for new station on 1550 kc, 50 kw, DA, D, in Mobile, Ala., of Northwest Mississippi Bcstg. Co. for new station on 1550 kc, 5 kw, D, in Senatobia, Miss. and (2) to deny applications of Cosmopolitan Bcstg. Co. for new stations on 1550 kc, 10 kw, D, in New Orleans, La. and Memphis, Tenn., and College Park Bcstg. Co. to change facilities of WEAD (formerly WCPK) College Park, Ga., from 1570 kc, 1 kw, D, to 1550 kc, 5 kw, D. Ann. March 14.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Tinker Area Bcstg. Co. for new am station to operate on 1220 kc, 1 kw, DA, D, in Midwest City, Okla., and denying similar applications of Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., both Sapulpa, Okla., and M. W. Cooper (250 w), Midwest City. Ann. March 15.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Robert L. Lippert for new am station to operate on 1550 kc, 500 w, D, in Fresno, Calif. Ann. March 15.

■ Hearing Examiner Elizabeth C. Smith issued initial decision (1) to grant application of Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt and Ralph C. Price, d/b as TriCities Bcstg. Co., for new tv station to operate on ch. 8 in Greensboro, N. C., on condition that Ralph C. Price and all members of his immediate family divest themselves of all voting rights in and to any and all stock which they now hold, either individually or beneficially, in Jefferson Standard Life Insurance Co.; and (2) to deny applications for same facility by Jefferson Standard Bcstg. Co., Greensboro, and High Point Television Co. and Southern Bcstrs. Inc., both High Point, N. C. Ann. March 10.

OTHER ACTIONS

■ By memorandum, opinion and order commission (1) granted petition by J. Bradley Haynes for leave to amend application of WGTA Summerville, Ga., to substitute Haynes as temporary receiver for that company as party applicant in lieu of Tri-State; (2) denied petition by WAGG Franklin, Tenn., to reopen record; and (3) lifted Dec. 20, 1960 stay order, and made final Oct. 28, 1960 initial decision, as amended, to substitute Haynes as party applicant, and granted WGTA application to increase power from 1 kw to 5 kw, continued operation on 950 kc, D. Chairman Minow not participating; Commissioner Lee dissented. Ann. March 15.

■ By memorandum, opinion and order the Commission (1) denied petition by Sherrill C. Corwin for reconsideration of Nov. 22, 1960 action which denied his application for extension of completion date for KMYR-TV (ch. 34) Los Angeles, Calif.; granted Corwin's motion to strike purported opposition by Benito Gaguine, attorney for prospective applicant, for failure to establish party aggrieved; and (3) dismissed as moot Corwin's petition for stay. Chairman Minow not participating; Commissioners Hyde and Lee dissented. Ann. March 15.

■ By memorandum, opinion and order Commission denied petitions by WCBF-TV (ch. 15) Rochester, N. Y.; WPHD-TV (ch. 23) Philadelphia, and WXEL-TV (ch. 38) Boston; and WOCN-TV (ch. 52) Atlantic City, N. J., for reconsideration of Nov. 22, 1960 order which denied their applications for extension of time to construct uhf tv stations. Chairman Minow not participating; Commissioners Hyde and Lee dissented. Ann. March 15.

■ By memorandum, opinion and order the Commission granted joint petition by applicants for severance and granted following applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw: WNEX Macon, Ga.; WJLD Homewood, Ala.; WJHO Opelika, Ala.; WMGA Moultrie, Ga.; WCOH Newnan, Ga., and WSGC Elberton, Ga. Commissioner Bartley dissented with statement. Ann. March 15.

■ By memorandum, opinion and order Commission granted petition by Paul A. Brandt and granted his application to increase daytime power of WCBQ Whitehall, Mich., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 15.

■ By memorandum, opinion and order Commission on petition by Auburn Bcstg. Co., reconsidered and granted without hearing its application to increase daytime power of WAUD Auburn, Ala., from 250 w to 1 kw, continued nighttime operation with 250 w, conditioned to accepting such interference as may be imposed upon it by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 15.

Olean Bcstg. Corp. Plattsburg, N. Y.; WIRY Inc. Lake Placid, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 920 kc, 1 kw, D, made Federal Aviation Agency party to proceeding with respect to air menace issue. Ann. March 15.

WDKD Kingstree, S. C.—Designated for hearing applications for renewal of license and for license to cover cp on misrepresentation, station control, and programming issues. Ann. March 15.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by North Suburban Radio Inc. to extend to March 8 time to file responses to motion by Elgin Bcstg. Co., Elgin, Ill., to clarify or enlarge issues in its application now in consolidated am proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau to extend to March 20 and March 30 respectively time to file responsive pleadings and replies to petition by United Tele. Co. of New Hampshire for reconsideration in proceeding on its application to change facilities

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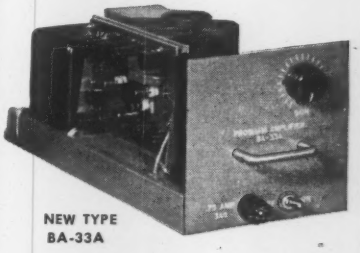

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Tmk(s) ®

of station WMUR-TV Manchester, N. H. Ann. March 7.

■ Granted petition of Broadcast Bureau to extend to March 16 time to respond to joint petition for reconsideration by Creek County Bcstg. Co., Sapulpa Bcstg. Corp., Sapulpa, and Tinker Area Bcstg. Co., Midwest City, all Okla., in proceeding on their am applications. Ann. March 9.

■ Granted petition of WJPB-TV Inc. to extend to March 24 time to file replies to exceptions in proceeding on application for relinquishment of positive control of WJPB-TV ch. 5, Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Ann. March 9.

By Acting Chief Hearing Examiner Jay A. Kyles

■ Scheduled hearing for April 5 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Ann. March 7.

■ Granted joint petition by applicants and extended from March 6 to March 20 time to file proposed findings and from March 20 to April 3 for replies in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co. for am facilities in West Memphis, Ark. Ann. March 7.

■ Granted petition by Coast Mobilphone Service and dismissed its protest in proceeding on application of General Telephone Company of California to establish new two-way common carrier station in the Domestic Public Land Mobile Radio Service in Santa Barbara, Calif., and terminated proceedings. Ann. March 9.

■ Granted petition by National Telefilm Associates Inc., and dismissed without prejudice its application for new tv station to operate on ch. 12 in Wilmington, Del., and retained in hearing status the remaining applications in the consolidation. Ann. March 9.

■ Granted petition by Television Montana and dismissed its protest in proceeding on applications of Montana-Idaho Microwave Inc. for new fixed radio stations near Pocatello, Idaho, Monida Pass, Idaho, and near Armstead, Whitehall and Bozeman Pass, Mont. Ann. March 15.

■ Scheduled prehearing conference for March 28 in proceeding on applications of Burlington Bcstg. Co., Burlington County Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co., for am facilities in Burlington and Mount Holly, N. J. Ann. March 15.

■ Granted petition by Broadcast Bureau and extended from March 10 to March 21 time to file replies to petition by Interstate Bcstg. Co. to intervene in proceeding on am applications of Saul M. Miller, Reading, Pa. Ann. March 15.

By Hearing Examiner Basil P. Cooper

■ Granted request by **Edward Walter Piszczek** and **Jerome K. Westerfield** and continued March 10 prehearing conference to April 3 in proceeding on application for new fm station in Des Plaines, Ill. Ann. March 7.

■ Granted petition by Broadcast Bureau and continued March 13 evidentiary hearing to March 16 in Reno, Nev., tv ch. 4 proceeding. Ann. March 9.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 16

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,528	33	132	801
FM	778	74	191	118
TV	486[1]	55	84	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 16

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Scheduled prehearing conference for March 13 in proceeding on am applications of KMAR Winnsboro, La. Ann. March 15.

By Hearing Examiner Thomas H. Donahue

■ Granted petition and supplement by WCSH-TV Portland, Me., for leave to amend application to change height of proposed ant. tower from 1,294 ft. above mean sea level (1,014 ft. above ground) to 1,249 ft. above mean sea level (969 ft. above ground), removed amended application from hearing, returned to processing line, and terminated proceeding. Ann. March 7.

■ Upon request by Broadcast Bureau, and without objection by other parties, continued among other procedural dates hearing from March 24 to March 31 in proceeding on am applications of WJET Erie, Pa., et al. Ann. March 8.

■ On own motion and without objection by Horace K. Jackson Sr., Gatesville, Tex., or Broadcast Bureau, only other parties to proceeding, granted petition by Audiocasting of Texas Inc., Waco, Tex., to hold record open pending filing of further petition for leave to extend to April 10 date to close record. Ann. March 9.

■ On own motion and with consent of all parties continued April 10 hearing to date to be determined at April 10 prehearing conference in proceeding on applications of Saul M. Miller for am facilities in Reading, Pa. Ann. March 10.

By Hearing Examiner Asher H. Ende

■ On own motion scheduled prehearing conference for March 27 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Ann. March 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and continued March 8 prehearing conference to March 15 in proceeding on application of WMUR-TV Manchester, N. H. Ann. March 7.

■ Scheduled further hearing in Group 3 of consolidated am proceeding in case of Sayger Bcstg. Co., Tiffin, Ohio, et al., for March 16. Ann. March 8.

■ Upon request by Broadcast Bureau and with consent of licensee, continued April 5 hearing to April 26, in Bismarck, N. D., in matter of revocation of license of Mandan Radio Asso. for KBOM Bismarck-Mandan, N. D. Ann. March 15.

■ Continued March 16 prehearing conference to March 22 in proceeding on applications of Stuart W. Epperson, Robert B. Brown and Felix C. Abernethy for new am stations in North Wilkesboro, Taylorsville and Granite Falls, N. C.; dismissed as moot motion to reschedule prehearing conference, filed by Brown. Ann. March 15.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Montana Microwave Inc., and substituted it for James G. Edmiston, d/b as Montana Microwave as party in proceeding on latter's applications to extend its present microwave system from Missoula to Helena, Mont. Ann. March 9.

By Hearing Examiner Isadore A. Honig

■ Ordered nunc pro tunc March 3 petition by Broadcast Bureau for extension of procedural dates granted and extended from March 3 to March 30 and from March 17 to April 6, respectively, dates to file proposed findings and replies in proceeding on applications of Western Bcstg. Co., **W. J. Harpole** and **R. L. McAlister** for am facilities in Odessa and Canyon, Tex. Ann. March 7.

■ On own motion postponed indefinitely

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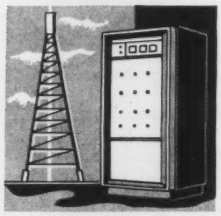

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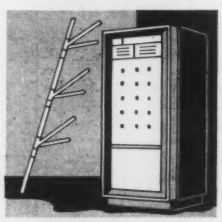

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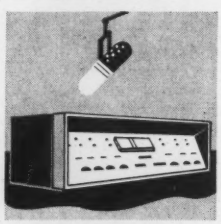

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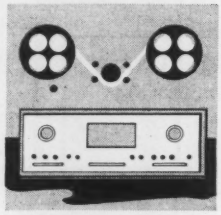

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March 9 and 16 dates scheduled for filing of aeronautical intervenors' motion to reopen record and for oral argument, pending filing WLUK-TV Green Bay, Wis., of petition for dismissal of its application involved in proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau and continued March 9 hearing to March 17 in proceeding on applications of Dixie Radio Inc. and **Harry Llewellyn Bowyer Jr.**, for am facilities in Brunswick, Ga. Ann. March 7.

■ On own motion continued March 10 prehearing conference to March 16 in proceeding on applications of Santa Fe Bcstg. Co. and Valley Bcstrs. for am facilities in Santa Fe and Espanola, N. M. Ann. March 7.

■ On own motion and with consent of other parties continued March 10 hearing to March 13 in proceeding on am application of WLAT Conway, S. C. Ann. March 8.

By Hearing Examiner Annie Neal Huntting

■ Continued April 10 hearing without date pending filing of joint petition by applicants for reconsideration and action by Commission on said petition in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y. Ann. March 15.

By Hearing Examiner H. Gifford Irion

■ Reopened record in proceeding on am application of KRNA San Bernardino, Calif., accepted its Exhibits 2, 3 and 4, and closed record. Ann. March 6.

■ Granted request by KHIP San Francisco, Calif., and continued March 13 hearing to March 16 in proceeding on its fm application. Ann. March 6.

■ Closed record in proceeding on application of Radio Medford Inc. for new tv station to operate on ch. 10 in Medford, Ore. Ann. March 7.

By Hearing Examiner David I. Kraushaar

■ Scheduled post-hearing conference for March 7 to consider recently filed motion to reopen record in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Ann. March 7.

■ Granted motion by Frederick County Bcstrs. to correct transcripts of hearing in proceeding on its application and that of Town Radio Inc. for am facilities in Winchester, Va., and Shippensburg, Pa. Transcripts are deemed corrected as specified. Ann. March 7.

■ Denied petition by WNLK Norwalk, Conn., to sever its application from consolidated am proceeding involving WNHC New Haven, Conn., et al. Ann. March 7.

■ Scheduled prehearing conference for March 23 in proceeding on application of High-Fidelity Bcstrs. Corp., for am facilities in Norristown, Pa. Action was taken on Examiner's own motion. Ann. March 7.

■ On own motion continued March 15 hearing to April 14 in proceeding on applications of Hennepin Bcstg. Associates and Robert E. Smith for am facilities in Minneapolis, Minn., and River Falls, Wis. Ann. March 15.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conferences for following proceedings on dates shown: March 14: fm applications of United Bcstg. Co., Beverly, Mass., and Puritan Broadcast Service Inc., Lynn, Mass.; Corpus Christi, Tex., tv ch. 3 proceeding; March 16: Gila Bcstg. Co., for renewal of licenses of station KCKY Coolidge, Ariz.; March 17: Matter of revocation of license of KWK, St. Louis, Mo. Ann. March 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties extended from March 7 to March 27 time to file initial proposed findings and replies for Group II of consolidated am proceeding on Mid America Bcstg. System Inc., Highland Park, Ill., et al. Ann. March 6.

■ Scheduled prehearing conference for April 3 in proceeding on am applications of WROK Rockford, Ill., et al. Ann. March 6.

■ Granted amended petition for severance and immediate hearing, addressed to hearing examiner, severed from consolidated am proceeding applications of Bureau Bcstg. Co., Princeton, Ill., WOPA Oak Park, Ill., KBUR Burlington, Iowa, and WDAN Danville, Ill. and scheduled severed applications for hearing on March 17. Ann. March 7.

■ Upon request by Broadcast Bureau and without objection by other parties, continued March 9 hearing to March 15 in tv ch. 6 New Bedford, Mass. proceeding. Ann. March 7.

■ Directed Francis C. Morgan Jr., and Pier San Inc., applicants for new am sta-

Continued on page 103

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

General manager for midwest station in top 25 markets. Must have proven record in sales. Sales or commercial manager considered. Send full information with recent photo first letter. All replies in strict confidence. Box 447E, BROADCASTING.

Station manager who can sell, announce, and preferably with first ticket. Southern Rocky Mountain area. Confidential. Immediacy. Box 481E, BROADCASTING.

Successful assistant manager and sales manager, presently employed in Florida, seeks managerial post, same state. Box 542E, BROADCASTING.

Top station in Mississippi's second market is looking for manager who believes in spending bulk of the time on the street selling. Man we are looking for is full of ideas and knows how to sell them. This station has excellent staff waiting for the right manager. Contact Joe Carson, New South Radio Network, c/o WOKK, Meridian, Miss.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Executive selling opportunity in expanding station brokerage field. Prestige lifetime career for right man. Substantial earnings on commission basis. Creative and consistent advertising support program. Requirements: broadcast and sales experience; reputation for integrity and responsibility; and willingness to work. Submit resume, strictest confidence, Box 390E, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves . . . it talks . . . it sells! Absolutely unique. Spark radio sales . . . increase personal profits! Write Box 414E, BROADCASTING.

If you are a successful small market salesman who, for some good reason, may be considering a change, consider a plus opening with a 1 kw in New England. Please write fully with snapshot. All replies will be kept confidential. Box 484E, BROADCASTING.

Time sales—must be dependable, hard working. For top-rated FM station. New York market. Box 531E, BROADCASTING.

Salesman, experience necessary. College town and unlimited opportunity. Write Post Office Box 395, Warrensburg, Missouri.

Experienced sales manager salary and commission. Small market WBAR, Bartow, Florida.

Help Wanted—(Cont'd)

Sales

Sales manager, to develop and close sales. Hard work and good money. Position open April 1st. Charlie Stratton, WNGO, Mayfield, Ky.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Immediate opening for experienced announcer with good news delivery. Must be capable of handling some programming, traffic and office details. Good salary and future opportunity. Small Carolina market. Send complete resume. No tapes. Box 455E, BROADCASTING.

Announcer-salesman with 1st-class license, by top-rated AM-FM station in beautiful college town 1 hour from Los Angeles. $100 weekly for board work plus 20% on sales. Send resume, tape, photo. Box 472E, BROADCASTING.

Experience with first ticket preferred. Southern Rocky Mountain area. Complete resume. Tape. Box 482E, BROADCASTING.

Virginia daytimer in small market needs staff announcer. Must be able to operate own board. Forty hour week. Two weeks paid vacation. Group hospital plan. Send tape, resume, photo and references to Box 509E, BROADCASTING.

Announcer with liking for middle-of-road music programming. Ability to gather and write news will help. Need community man, not voice only. City 20,000. Box 512E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer for single market station in pleasant mid-west small city. Good working conditions. Experienced man only. Send tape, resume and salary expected to Box 535E, BROADCASTING.

If you're an experienced announcer with selling experience, we're interested. Tape and letter. One position open now, one open in June. Box 894, Terre Haute, Indiana.

Immediate opening at 5000 watt independent with multiple station operation in metropolitan Philadelphia area. Staff man to do D.J., news and run own board. Good salary, profit sharing, benefits. Call DU 4-2100, Coatesville, Pennsylvania.

KBUD, Athens, Texas needs announcer experienced gathering, writing local news.

Have you noticed radio's swing back towards adult music? Ground floor opportunity with pioneer good music group, for man with deep, resonant voice. Send tape, resume, salary requirements to Program Director, KOME, Tulsa, Oklahoma.

Announcer with country and western background for full time country and western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

Wanted: Announcer-engineer with good music and news interest. Send tape and resume to Manager, KWPC AM/FM, Muscatine, Iowa.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Where are all the good radio announcers! We will pay top salary for the best. Adult programming and best working conditions. Rush tape and resume to John Garrison, WFIX, Huntsville, Alabama.

Morning show; good working conditions; expanding organization. WHLT, Huntington, Indiana.

Immediate opening DJ-production man to operate in fast moving but pleasant format. Air shift plus production. Only experienced apply. Send air check, background, photo to: Bill Frosch, WISH, Indianapolis, Ind.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Adult Virginia 5 kw (CBS) has immediate opening for afternoon personality with experience and good taste. Good production mandatory. Send tape, photo, resume and salary requirement to Production Manager, WTAR, Norfolk, Virginia.

A good announcer-copywriter. Must be hard worker. WTWA, Thomson, Georgia.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Position available immediately at KANA radio station in Anaconda, Montana for first class radio telephone operator. Starting wage of $100.00 per week. Contact Mike Donovan, Manager.

Help Wanted—(Cont'd)

Technical

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer—Experienced AM-FM. Strong maintenance, sober, permanent, references. Contact Tom Harrell, President, WSTP, Salisbury, N. C.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman gather, write and announce. Looking for young man with news training and some experience. Send tape and resume to A. M. McGregor, KBHS, Hot Springs, Arkansas.

A small market station with big city sounds covering both Binghamton & Elmira markets needs a mature man to take over program-news department. Alive with ideas. If you have ability we're willing to pay you for it. Call me now Bob Michael, WATS, Sayre, Pennsylvania, Turner 2-2401.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

RADIO

Situations Wanted—Management

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Television sales manager desires advancement opportunity in sales, management with growth organization. 7 year record competitive V mid-market. Can produce sales, station image. 13 year background includes broadcast, print, account, promotion, programming. Degree, 38, will relocate. Box 478E, BROADCASTING.

Presently employed sales director available now or later. Manager or sales with definite management potential not too delayed. Mature, long experienced, top references, stable, no personal problems. Prefer but not obligatory, town 12-20 thousand, Carolinas, Virginia, Florida. Consider all openings. Reply to all inquiries. Box 483E, BROADCASTING.

Management experience. 14 years all phases, sales. Transfer of ownership necessitates re-location. Box 507E, BROADCASTING.

Broad radio and television experience, emphasis on sales. civic minded. Box 513E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—working type—progressive record. Fifteen years all phases radio—strong on local and national sales—programming, promotion, community service. Best references guaranteed. East preferred. Box 518E, BROADCASTING.

Manager, heavy sales. For small to medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and civic references. Interview NAB or your station. Box 521E, BROADCASTING.

Sales manager desires step up, or to larger market; announcing and news experience; licensed. Box 515E, BROADCASTING.

Sales

Present sales manager for large national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent references. Your interest treated confidentially. Box 399E, BROADCASTING.

Sales manager 8 years experience, 35, married, B.S. degree. Excellent record, finest reference. Relocation due to change of ownership. Box 420E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Young, talented, experienced dj wants to relocate. Will travel for right offer. Box 388E, BROADCASTING.

Experienced, tight production top 40 dj. Ad lib. Excellent references. Box 391E, BROADCASTING.

Announcer-DJ-news, comm; operate own board, 3 years college. Small station to start. Box 403E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Quality announcer. Experienced AM, FM, TV. Presently leading Good Music FM station. Announce, program, copywrite. Married, vet. Box 411E, BROADCASTING.

Sports announcer—31, married, college degree, New York and vicinity. Strong on play-by-play. Experience in copywriting, business background. Can be used in a varied capacity. Box 417E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Announcer — married — dependable sell — authoritative news "easy style" DJ. College grad looking for first position with future. Box 458E, BROADCASTING.

Progressive DJ—21—2 years experience at Ohio daytimer needs to step up to bigger operation. Experienced. Good music and top 40. Write Box 473E, BROADCASTING.

Personality-DJ. Bright. Cheerful, Experienced. Creative showman. References, tape, available. Box 475E, BROADCASTING.

Good, versatile announcer. Nine year's experience. Available at once. Reference. Box 480E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer. 12 years experience. Will send tape and resume first letter. Box 489E, BROADCASTING.

Modern formula dj wants relocation, anywhere! Young, versatile, married, dependable, tight on production, 3 years experience, strong on news, commercials. Top 40 only, best references. Tape and resume available. Box 490E, BROADCASTING.

Announcer, dj desires stable position with good company. College. Two years experience. Presently employed. Tape-resume available. Box 491E, BROADCASTING.

Sports announcer looking for baseball, football, basketball play-by-play. Box 494E, BROADCASTING.

Looking for dj for night shift who's experienced, knows how to program, make PM profitable? Contact 495E, BROADCASTING.

Announcer-news-sales . . . thoroughly experienced—good at all three. Need one minute notice. Box 496E, BROADCASTING.

Cheerful, versatile DJ—7 years experience in depth, two in majors. Top morning show, adaptable to any time slot. Administrative experience. Intelligent, outstanding knowledge all phases "modern" radio. 25 years old. Family. Salary open. Box 499E, BROADCASTING.

Announcer-four years experience, (good music). Looking for night, or all night shift with AM or FM. Married, presently employed at daytimer. Available April 26th. Box 506E, BROADCASTING.

Bud Baldwin, professional blabbermouth for WHIO and WING, Dayton, Ohio for 20 years (mornings) available—anywhere—now! Box 508E, BROADCASTING.

Now hear this. Available now but only for progressively minded station! Presently employed as announcer, music director, sportscaster. Have first, will travel. Box 510E, BROADCASTING.

Personality, mature voice, experience. Modern format music, news. Good future in metropolitan New England group station. Tape, photo, resume. Box 516E, BROADCASTING.

Broadcasting school graduate. Smooth bass-baritone, seeking experience in FM. Desire permanent position. Box 522E, BROADCASTING.

This experienced first phone deejay will spin you a smooth, sparkling wake-em-upper in the early am; concoct carloads of crisp, clear copy immediately thereafter, and, although no electronic whiz, use part of the pm to keep your hot watts poppin' via the conscientious maintenance route. $110, forty hours, usual benefits. Box 524E, BROADCASTING.

Negro announcer available. Work own board-DJ. Will travel. Box 525E, BROADCASTING.

Experienced, announcer. DJ, married, want to settle down. Good tight board. Bright sound, willing to relocate. Box 526E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 528E, BROADCASTING.

Experienced all phases, young vet DJ, news, will learn your way. $90 minimum. Box 530E, BROADCASTING.

Announcer, dj, experienced, fast board, smooth ad lib, wants to settle, not a drifter. Box 536E, BROADCASTING.

Experienced news, strong local, play-by-play sports. References. State pace required. Middle and large markets. Box 538E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Gal announcer, employed with 5kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 539E, BROADCASTING.

Summer help needed? College student. Experience: full-time daytime man summer 1960; 500,000 audience; good speech, dj, news, sportscaster. Box 540E, BROADCASTING.

Staff announcer—experienced, 30, single, smooth delivery, travel anywhere. UN 5-3528, New Haven, Conn.

Young, aggressive announcer, age 22, wishing to relocate in Colorado or Wyoming. 2 years experience. Can run own board. Box 588, Beaver Dam, Wisconsin.

Major market experience, DJ, first phone available, news experience, will consider P.D. position in medium or small market. Prefer independent willing to progress. John Jack, 1402 Wynn Terrace, Arlington, Texas.

Need announcer-dj with N.Y.C. experience? I've done news and dj for 3 N.Y. stations with conversational, soft-sell resonant voice. Write or call Domenico McKay, 1546 Second Avenue, N. Y. 28. TR 9-9120.

First phone "combo" available now. Limited experience but capable. Recent Radio school graduate. Prefer announcing with little or no engineering. Write Mike Mitchell, 3104 Hudnall, Apt. C, Dallas 35, Texas.

Major market disc jockey and all-around announcer with strong, happy, enthusiastic, authoritative, saleable sound available because of economy cuts. Prefer either DJ or news assignment in good competitive market in general Great Lakes or Ohio area. Rush replies to Bob Montgomery, 16806, Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Newsman, cutting staff and must let top-flight newsman go. A writer, not a ripper, delivers with authority. Dedicated, eager, a fireball. We'd like to get him a top berth. Contact Paul Rusth, News Director, WIP, Philadelphia 7, Pa.

Changing? Me too! DJ-news, etc. Extensive experience Chicago radio, 3½ years. Midwest desired. Full details when you contact Lou Vale, 2700 W. 15th Place, Chicago. CRawford 7-8169.

Announcer, 26, college grad, married, vet. Limited experience, no limit on initiative and enthusiasm. Good music background. Tape, resume—Bob White, 12040 Lake Avenue, Lakewood 7, Ohio. LA 1-5838.

Technical

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

Chief engineer—experienced. All phases construction, maintenance. Directionals-measurements. Proofs. High and low power. Box 435E, BROADCASTING.

Transmitter engineer, first phone. Ten years experience. Wages secondary. Will go anywhere. Box 497E, BROADCASTING.

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

Newsman—6 years—currently in top 30 eastern market. Am night news manager. Married-stable. Prefer east. Box 470E, BROADCASTING.

Situations Wanted—(Con'd)

Production—Programming, Others

Award winning news director or pro. dir. desires advancement. Six years present employer, vice president state news association. Civic minded, thirty years old, family man. Management willing to help me move up from small market. Prefer south. Box 471E, BROADCASTING.

Experienced girl announcer. Traffic. 1st license. employed. Excellent references. Box 486E, BROADCASTING.

Copywriter . . . Copywriter, broadcast school trained, experienced, must relocate. Male, car, go anywhere. References and samples. Phone collect: Minneapolis, Juniper 8-7828. Box 504E, BROADCASTING.

Newsman—reporter-newscaster. Experienced 9 years police, court, political, education, and human interest news and features. Professional air delivery. Straight or interpretive reporting. Best references, college, car. Interested radio and/or tv news work. Box 517E, BROADCASTING.

14 year vet in radio. Thorough programming, news, sports, deejay and sales background. 37, family man. $150 week minimum. Box 520E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

Bright, versatile, no commercial radio experience but two years AFRS radio, also was P.D. College radio station and sports editor college paper (Harvard). Recently three years editorial experience. My abilities include news, special events, sports, deejay and willing to roll up sleeves. Salary not of primary importance. Prefer 200 mile radius of NYC. I'm 30, married, 2 children and can help you right now. Box 529E, BROADCASTING.

Extensive experience, gathering, writing, broadcasting at 50 kw station now available to your radio news department. Highest industry, civic, business references. Prefer New York, Washington, Chicago, Los Angeles areas. Box 545E, BROADCASTING.

Newsman with eight years broadcast journalism experience in radio-tv including three years as news director needs to relocate due to automation. BS degree in journalism. Family. References. 220 South Garden Street, Bellingham, Washington.

Exceptionally qualified newsman seeking right position. Have earned three awards for distinguished reporting-editorial writing. Six years experience all phases of news. Some TV experience. Experienced photographer. BA Journalism. Married, veteran. Need $130 weekly. Available immediately. Resume package on reguest. J. D. Coleman, 616 South Avenue, East Missoula, Montana.

Available April 1st . . . On-air P.D.-D.J., past 3 years with 50 kw west coast indie, 12 years radio, 7 years tv. Full production capabilities. Management change makes it desirable to locate elsewhere. Call or write: Bob Donnelly, 2849 Worden Street, San Diego, California. Academy 2-3632.

Wishing to relocate. Currently employed, looking for real challenge with dough to match. 5 years experience, tight production, versatile, dependable. Excellent references. Management knows of ad. Al Smith, WWIS Radio, Black River Falls, Wisconsin.

TELEVISION

Help Wanted—Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Experienced tv transmitter engineer with full power VHF station in Montana's largest metropolitan area close to excellent fishing and hunting. Position available for engineer who likes maintenance and operation . . . forty hour week. Write P. O. Box 2557, Grant French, KOOK-TV, Billings, Montana.

Full power vhf experienced video engineer for studio maintenance, and occasional transmitter relief. Voice over announcing ability helpful but not required. Send resume, salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIQ-TV, Box 1019, Eureka, California.

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personnel to assist you. You will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, schools, churches, climate excellent. Character and ability are musts. Salary $6500 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with strong network in upper south. Write Box 543E, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV management or sales management—Prefer southwest. Full details without obligation. Box 400E, BROADCASTING.

Sales

Experienced tv sales and radio sales management, knowledge all phases. Box 514E, BROADCASTING.

Announcers

Have voice, will travel. Authoritative news or sports whiz-bang. Box 532E, BROADCASTING.

Kid show personality—skilled performer-merchandising, promotion possibilities-college-family-6 years experience—wants freelance arrangement with station or agency. Box 534E, BROADCASTING.

Technical

1st phone. Radio technical experience and tv background. Married, dependable. Box 409E, BROADCASTING.

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Maintenance and operational engineer on high power transmitter desires position as transmitter supervisor. Experienced on RCA, GE, FTL and DuMont. Technical school graduate with 12 years machinist and mechanical maintenance background. Age 39, married, family man. Want permanent position with good company in moderate climate. Box 488E, BROADCASTING.

First phone recent electronic school grad. Desire training position tv or radio. Phone Robert Carolin, Syracuse, New York.

Production—Programming, Others

Experience. Film editor, both tv and motion pictures. Box 386E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

7 years experience all phases of tv and film production. Box 387E, BROADCASTING.

Promotion manager for small/medium outlet or No. two man in large operation. Self-starter, ideas, salesminded, responsible. The resume tells the complete story. Box 474E, BROADCASTING.

Professional meteorologist television weather girl experienced in major market radar, Bendix Instruments. Box 476E, BROADCASTING.

Director with 5 years experience in commercial and ETV in midwest. Available immediately. Heavy on live commercials and news shows. Knows lighting, can announce. Excellent references. University of Michigan grad. Family. Box 492E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 487E, BROADCASTING.

Production director small station, desires relocate west coast. Young, single, firm background, top ideas, excellent work record. Will successfully fill responsible position any phase programming. Box 501E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 523E, BROADCASTING.

Newswriter. Six months radio-tv, no air, three years newspaper experience. Now employed as reporter for newspaper at $110 per week. Box 537E, BROADCASTING.

Situations Wanted—(Con'd)

Production—Programming, Others

Unusual man needs unusual job to fill creative void. At age 30, already successful writer - producer - director for television, radio, motion pictures, recordings. Solid experience in news reporting and evaluation. Never a "specialist," talented creative man now heads own general communications agency. Growing family requires settling down to a "future." Box 527E, BROADCASTING.

FOR SALE

Equipment

Regulated supplies. 250-300 volts, 500 mil. Modern Hickock 533 AP. Box 498E, BROADCASTING.

3 Utility type 180 towers standing 197'—Best offer. 3 Gates insulated sample loops. 1 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate current, tower lites read back. 3-3 section tower lighting chokes. 1-3 section tower lighting choke in weather proof housing. 200 ft. RG 164 cable 72 ohms. Best offer for any or all equipments. Box 503E, BROADCASTING.

Schaefer automatic program equipment. Under 100 hours air time. Excellent condition. $6000. (Gates M5452 auto-trans. $595.) Prepaid. Box 505E. BROADCASTING.

2500' 7/8 coax 72 ohms cable. 3200' 3/8 coax 72 ohms cable. 3-Collins speech racks. Other miscellaneous equipment. Box 541E, BROADCASTING.

Andrew 1304-2 four bay FM antenna. Currently 101.3 mc. can be re-tuned, $600. Also Machlett ML5541 power tube for Western Electric 10 kw FM transmitter, brand new, never used, $300. KPEN, 1231 Market, San Francisco.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

(2) 10-A Presto turntables modified for 33⅓, 45 or 78 R.P.M. Original cost $218 each. WJTN, Jamestown, N. Y.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Group now formed—object buying radio station middle Atlantic or south. 50,000 to 200,000 market. Replies confidential. Principles only. No brokers. Box 477E, BROADCASTING.

Responsible party desires partner(s) for high power FM station in Tulsa, Oklahoma. Must be experienced in FM and financially responsible. Have 50% capital. Replies confidential. Send full resume to Box 479E, BROADCASTING.

Desire to lease a small market station with option. Responsible party. Contact Box 485E, BROADCASTING.

Have eight thousand equity in LA rented home trade for interest in small California AM station. Box 533E, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

WANTED TO BUY

Stations—(Cont'd)

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 519E, BROADCASTING.

Equipment

Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Used 2 channel control board for AM and FM operation. At least 6 imputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Want used low power uhf transmitter adaptable to channel 26. Also need used FM transmitter. Box 546E, BROADCASTING.

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Want any excess AM, FM, TV equipments. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our **free** 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Paul Baron prepares—presentations, resumes, letters and tapes. Paul Baron New York personnel specialist (creative, advertising, radio/tv) is now available for a limited number of special assignments. At this time only mail aplications can be considered. No telephone requests or unscheduled visits can be accommodated. Paul Baron, 60 E. 42 St., N.Y.C. (17).

MISCELLANEOUS

GVA will produce your special programs, comedy, jingles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Mountain Match Co., Hannibal, Mo.

RADIO

Help Wanted—Sales

WANTED
SALESMEN-ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective," a TV real estate program now in it's 9th year and "The Car Scout," a used car program. We have several immediate openings for men who, with minimum training from us, can sell-write-produce-announce. No traveling. You are assigned to a station on a permanent basis. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and decent photo and we will try to arrange for personal interview.

CY NEWMAN
H.D. PRODUCTIONS
P.O. Box 3017,
Bon Air, Virginia

Announcers

We need TWO good men who can handle staff announcing, disc jockey and news room work. We are now 1000 watts, but will go to 5 kw soon. We offer a good music policy, fringe benefits including profit sharing. A 40 hour, 6 day week, ideal working conditions. Minimum weekly salary $85 (we'll go higher if you have the ability). Applicants should have at least two years experience. Both openings are immediately available. Send tape and resume to:

Tom Phalen, P.D.
WICH
Box 551, Norwich, Conn.

RADIO

Situations Wanted—Management

PROFIT-PRESTIGE

Young radio manager. Experienced administrator. Small and major markets. Turned big loss to profit and cleared debts in 6 months. Poor future suggests move. Family man consider any phase radio or TV.

Box 511E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Sales

EXPERIENCED TV SALESMAN

Desired at once. Top market station with dominant ratings. Active list plus substantial prospect list. Salary plus commission level requires top caliber application only. Send photo and complete resume to Ben McLaughlin, General Sales Manager, KETV, 27th & Douglas, Omaha, Nebraska .

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV. Confidential.

TELEVISION

Situations Wanted

Production—Programming, Others

NATIONALLY KNOWN

TV news-special events producer, director chief cameraman in major market desires change after 14 consecutive years in one organization. Have won several national awards including Radio-TV News Directors Association for "Most Outstanding TV News Operation" and "Best Single TV News Story in Nation"; received Sigma Delta Chi award for "Best TV News Operation." Also National Press Photographers Association for "Best TV News Operation" and NPRA award for "training cameramen for highly creative work and ingenuity." Have produced numerous documentaries; know all phases of 35 mm, 16 mm motion picture work including producing, shooting, editing, lab work and aerial photography. Have pilot license. Pioneered in development of photofax. Thoroughly familiar with video tape, closed circuit TV, and local color operations. Married. Five children. Age 42. The best of references.

Box 452E, BROADCASTING

FOR SALE

Equipment

For Sale—Equipment

6 Johnson lighting chokes high end of BC band 172-14-3 also 2 low end of BC band 172-14-1—all with metal cabinets $50 each. One Travis Tapek battery operated portable tape recorder $35. Assortment of high power fixed and variable inductors Gates & Continental Mfg. Suitable for antenna matching or tower phasing networks. Make offer. Jennings fixed and variable vacuum capacitors 500, 1000, 15,000 and 2000 MFD. 10 & 15 thousand volt. Make offer.

Write: Don Hein, WJBK Radio, 7441 Second Boulevard, Detroit 2, Mich.

RADIO CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

RADIO

Situations Wanted

Production—Programming, Others

ADVERTISING PROMOTION DIRECTOR

Background: N. Y. advertising agency art direction. Creative, top echelon exec. National design awards. Presently in Washington, D. C. Will relocate.

Box 547E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

HI-SPEED
TAPE DUPLICATING!

The largest independent tape duplicating center in Northern Cal., Ore., Wash., & Ha. is ready to serve you quickly and inexpensively. Complete tape and disc facilities also available.

udio recorders
138 GRAND AVENUE • OAKLAND 12, CALIFORNIA

rates on request

JINGLES

If you know what they are
If you have a car
If you will travel extensively
If your background is in or about radio
If you are capable of earning $20 to 30,000 dollars per year
We would like to discuss the possibility of your becoming associated with the world's largest producer of jingles
Commission plus weekly salary.

Write:

The Jingle Mill, Inc.
143 West 51st St., N. Y.

FOR SALE

STATIONS

UPPER MIDWEST 250 FULLTIME

$150,000

Exclusive medium market bills $10,000 per month, can do more. Good location, building, and excellent equipment. Please, no brokers or chain operators. Present financial ability.

Box 493E, BROADCASTING

Tenn	single	daytimer	$ 80M	terms
S.C.	single	daytimer	65M	low dn
Ore	single	daytimer	75M	terms
Miss	single	daytimer	40M	15dn
Iowa	single	fulltime	87M	25dn
Fla	small	daytimer	46M	8dn
Ala	local	fulltime	65M	22dn
Calif	medium	regional	175M	29%
Northwest	metro	low freq	175M	cosh
Va	metro	regional	215M	terms
Texas	metro	regional	225M	terms
Midwest	capital	regional	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Texas semi-major regional $200,000 29% —Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80% —Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

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Continued from page 96

tions in Larned, Kans., to file memorandum brief, each within 10 days of release of this order with adequate citation of Commission precedents, of significance of question of "diversification of media of mass communications" in comparison of two applicants under usual criteria; order shall not be construed to indicate that Hearing Examiner has already come to a definite conclusion on rating of two applicants under other criteria. Ann. March 8.

■ Granted petition by WRMN Elgin, Ill., for leave to amend its application to reflect assignment of license, authorized Dec. 6, to partnership having same partners as in original application but with change in interests of two partners. Ann. March 15.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled a conference for March 9 to consider a petition by The Tidewater Bcstg. Co. Inc., Smithfield, Va., for severance of its application from consolidated am proceeding. Ann. March 6.

■ Granted petition by Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and extended to March 17 time to file reply findings in proceeding on its application which is in consolidated am proceeding. Ann. March 7.

■ Granted petition by Broadcast Bureau and extended from March 13 to March 23 time to file proposed findings and to April 3 for replies in proceeding on am application of Brennan Bcstg. Co., Jacksonville, Fla. Ann. March 7.

■ Reopened record in consolidated am proceding, received in evidence Seven Locks Bcstg. Co., Potomac-Cabin John, Md., exhibit 6, and closed record in proceeding on its am application. Ann. March 9.

■ Granted petition by Tidewater Bcstg. Co. Smithfield, Va., to sever its am application and that of Edwin R. Fischer, Newport News, Va., from consolidated am proceeding; granted oral motion to sever WPET Inc. Greensboro, N. C., Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and Tenth District Bcstg. Co., McLean, Va., from same proceeding and severed into three proceedings as follows the five applications: (1) WPET Inc (WPET); (2) The Tidewater Bcstg. Co. and Edwin R. Fischer and (3) Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. Ann. March 9.

■ Granted petition by James E. Walley to extend to March 24 and April 14 time to file proposed findings and replies in proceding on his application for am facilities in Oroville, Calif. Ann. March 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 10

WPPA Pottsville, Pa.—Granted mod. of license to operate transmitter by remote control while using non-directional antenna.

WKBV-FM Richmond, Ind.—Granted cp to change frequency from 106.5 mc. to 101.3 mc.

WOOD-TV Grand Rapids, Mich.—Reconsidered and set aside action of Feb. 27 granting application for a change in facilities (main trans. & ant.).

WDBQ Dubuque, Iowa—Remote control permitted.

WTMJ Milwaukee, Wis.—Remote control permitted while using non-directional ant.

KWIZ Santa Ana, Calif.—Granted extension of completion date to September 7.

Actions of March 9

WKZO-TV Kalamazoo, Mich.—Granted cp to replace permit for changes in station.

WAMM Flint, Mich.—Granted cp to replace expired permit for increase in power, installation of new trans. and changes in ant.-ground system.

WTTN-FM Watertown, Wis.—Remote control permitted.

WSKT Colonial Village, Tenn.—Remote control permitted.

WMKE Milwaukee, Wis.—Granted change of remote control authority.

KBEN Carrizo Springs, Tex.—Granted authority through May 31 to operate 6 a.m. to 7 p.m. daily.

KCJH San Luis Obispo, Calif.—Granted extension of completion date to September 9.

WSPR Springfield, Mass.—Granted extension of completion date to April 15.

Actions of March 8

WINC Winchester, Va.—Granted license covering installation of new type trans.

WLS Chicago, Ill.—Granted license covering installation of new main trans.

WORC Worcester, Mass.—Granted cp to install auxiliary trans. at main trans. location.

WBAL Baltimore, Md.—Granted cps to install main trans. and auxiliary trans. at main trans. location.

WCSH Portland, Me.—Granted cp to install new type trans.

WPFM (FM) Providence, R. I.—Granted mod. of cp to change trans. type and ant. type.

WCRT-FM Birmingham, Ala.—Granted mod. of cp to change ERP to 49 kw and type ant. and to modify ant. system.

WARN-FM Fort Pierce, Fla.—Granted mod. of cp to change type trans., type ant. and ant. changes; condition.

KTRY Bastrop, La.—Granted change of remote control authority.

KDYL Toole, Utah—Granted authority to remain silent for period ending June 30; condition.

WKBX Kissimmee, Fla.—Granted authority to remain silent for period ending June 30; condition.

■ Following stations were granted extensions of completion dates as shown: WCUY Cleveland Heights, Ohio to April 28; WOSJ-FM Atlantic City, N. J. to April 15; WGGC (FM) Glasgow, Ky. to April 8; KOA-FM Denver, Colo. to June 20; WISH-FM Indianapolis, Ind. to September 20; KZUN-FM Opportunity, Wash. to April 28; WHFS (FM) Bethesda, Md. to September 20; WLOL-FM Minneapolis, Minn. to August 2; WIL-FM St. Louis, Mo. to July 1; WFCR (ED-FM) Amherst, Mass to April 30; WCSQ (ED-FM) Central Square, N. Y. to June 1; WDUB (ED-FM) Granville, Ohio to April 15; WNIA Cheektowaga, N. Y. to August 8; KEEL Shreveport, La. to September 1.

WMRO Aurora, Ill.—Granted cp to install auxiliary trans. at main trans. location.

Actions of March 7

KLAC-FM Los Angeles, Calif.—Granted license for fm station; ant. height 2,790 ft.

KBIM-FM Roswell, N. M.—Granted license covering change in ERP, ant. height and type ant.

KPOJ Portland, Ore.—Granted cp to install type trans.

WSIZ Ocilla, Ga.—Granted mod. of cp to change type trans.

WFUN South Miami, Fla.—Granted temporary authority to May 10 to operate from auxiliary studio at 130 MacArthur Causeway, Miami Beach, Fla.

WHEW Riviera Beach, Fla.—Granted extension of completion date to April 30.

License renewals

■ Following stations were granted renewal of license; Chairman Minow not participating: WKLM Wilmington, N. C.; WCVP Murphy, N. C.; WFRA Franklin, Pa.; WKLV Blackstone, Va.; WKTQ South Paris, Me.; WMPT South Williamsport, Pa.; WEEB Southern Pines, N. C.; WLOE WLOE-FM Leaksville, N. C.; WCUM WCUM-FM Cumberland, Md.; WELE South Daytona, Fla.; WDCL Tarpon Springs, Fla.; WQIK Jacksonville, Fla.; WAPE Jacksonville, Fla.; WTMP Tampa, Fla.; WDEC Americus, Ga.; WGST Atlanta, Ga.; WGUN Decatur, Ga.; WIBB Macon, Ga.; WJIV Savannah, Ga.; WJLD Homewood, Ala.; WKUL Cullman, Ala.

Short term licenses

■ Commission granted applications of Logan Bcstg. Corp. to cover unauthorized transfer of control of station WVOW Logan, W. Va., from **Dr. H. H. Farley, Clarence W. Meadows** and **J. E. Craft**, as trustees to **Farley, Meadows, William P. Beeker, Chauncey Browning, Carson Browning Jr., William T. Lively, Grover C. Combs** and other original shareholders and for renewal of license to June 1, 1962 to afford licensee reasonable opportunity to demonstrate that it will operate in full compliance with Communications Act and Commission rules.

Commission granted application of WPET Greensboro, N. C. for renewal of license to June 1, 1962. Commissioners Craven and Cross voted for full-term grant.

Commission directed Roger S. Underhill to show cause why license for WIOS Tawas City-East Tawas, Mich. (1480 kc, 1 kw, DA, D), should not be revoked for misrepresentations, lack of candor and other disqualifications in connection with application of Capitol Bcstg. Co. (of which Underhill is president and 35% stockholder) for new am station in East Lansing, Mich., which was denied by commission on Sept. 7, 1960; directed Underhill to appear at hearing in Washington at time to be specified in subsequent order. Commissioner Lee not participating. Ann. March 15.

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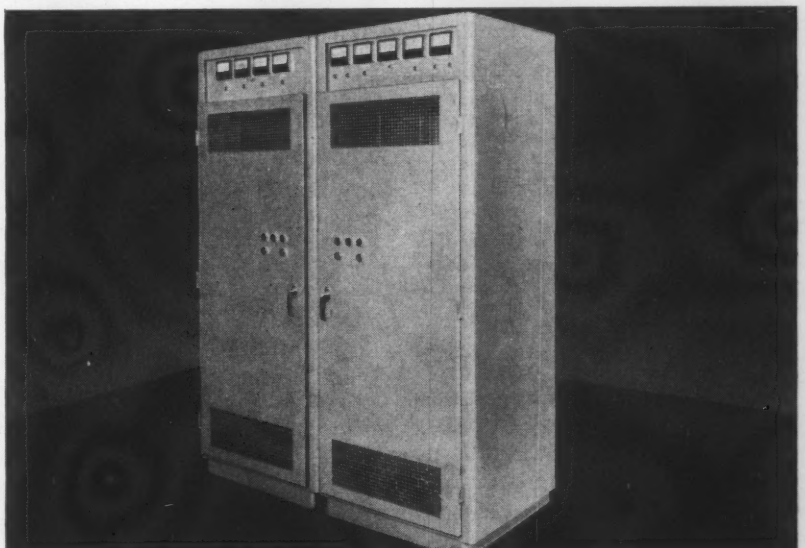

outputs: 250; 1,000; 5,000; 7,500; 10,000; 15,000 watts • self-neutralizing PA stage • push-button operation • designed for remote control and multiplexing • conservatively rated for long tube life • easily accessible components • very low distortion: .5% at 100-7,500 cps; 1% maximum at 50-15,000 cps. For more information contact your Collins sales engineer, or write direct.

THE NEW 707 ASTROJET* JET AGE: STAGE II

Now offered in regular transcontinental passenger service, American Airlines' new 707 Astrojet brings you a new standard of jet performance by the airline that's *first choice of experienced travelers.*

Powered by revolutionary new Jet-Fan engines, the 707 Astrojet greatly outperforms all other airliners. It takes off more quickly, uses far less runway than the best of standard jets. Aboard it, you experience a wonderful feeling of confidence as the Astrojet climbs swiftly to cruise easily, smoothly, within the transonic range—faster than any other jetliner in the world.

In keeping with its 25-year tradition of leadership, American is proud to be first in bringing you this new dimension in jets—this historic new era in air travel.

AMERICAN AIRLINES
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OUR RESPECTS to Lawrence Michael Carino, general manager, WWL-TV

The legal world's loss is television's gain

Larry Carino doesn't really work that hard just to keep ahead of his tribal increase (the Carinos total nine right now). He was a perseverer even before the time he soloed at house-building to put a roof over them or the time during college days when he worked 50 hours a week at a side job to get the Carino dynasty under way.

At 34, his post-college broadcasting career covers less than a dozen years and two stations: WWL-TV New Orleans, where he's been general manager two years, and KTNT-AM-FM-TV Tacoma-Seattle, where he propelled himself to a similar position in 1956.

Lawrence Michael Carino was born Aug. 15, 1926, in Tacoma and kept his counsel when other children were aspiring to become firemen or cowboys. Then when the time was right, he looked closer to earth and announced he'd be a lawyer. And he would have, too, if he hadn't been seduced by broadcasting along the way.

While waiting to have at this adult profession, he delivered newspapers and later on, in high school, worked behind the customer relations desk at a Sears, Roebuck store, learning something about humans and how to "keep my wits."

Overtime ▪ But stores and schools are closed evenings and Mr. Carino was looking for loose change. So he put together an eight-piece dance band, himself on saxophone and clarinet, to take up that wasted time. Occasionally, he found an extra hour to court a girl named Berenice Brewitt.

In 1944, he availed himself of a four-year honor scholarship reserved to especially bright boys and went to New York to enroll in the Liberal Arts College of Columbia U. Then he went over to ABC and got a job as a page boy to keep the money coming in while he attended night and extension classes.

But he was 18, and in January 1945 he joined the Air Force as an aviation cadet. When the war ended seven months later he wasn't even off the ground. He went back to Tacoma for a year as preliminary auditor with the Internal Revenue Service and with his savings returned to Columbia in the fall of 1946, also picking up where he had left off as an ABC page boy.

In a few months he was made manager of the Vanderbilt Theatre, ABC's radio studio on 47th Street. The resulting association with broadcasting and agency people, "people I admired and respected," cracked what Tacoma couldn't—his resolve to be a lawyer. And it was simple to switch his studies from pre-law to advertising.

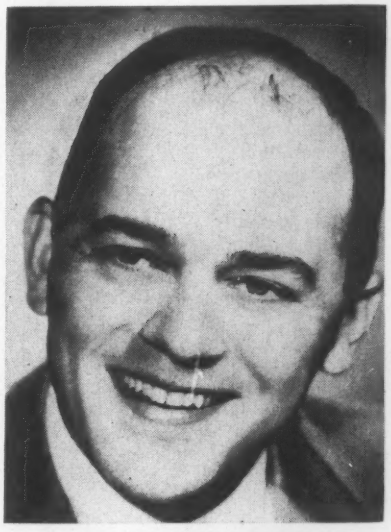
Summertime ▪ Mr. Carino weakened in another matter, too, and on the balmy first day of summer, 1947, Berenice became Mrs. Carino. During the last two years at Columbia, Mr. Carino made the varsity baseball team as catcher. As proof he exhibits a right hand on which there are two battered fingers —the catcher's trademark.

He also became a parent, and when graduation time came in June 1949, he left for Tacoma without waiting for the ceremonies: "I was hungry, and with 15,000 graduates out there in that quadrangle, I didn't think I'd be missed." He got the diploma through the mail.

His first job was as a time salesman at KTNT-FM, which had gone on the air a few months earlier. Though the station's circulation was "spectacular" for fm because most of it was transit radio, time was hard to sell because advertisers didn't trust this approach, Mr. Carino says. When the *Tacoma News-Tribune* was awarded a permit for KTNT-AM, he became radio sales manager, and when KTNT-TV went on the air in March 1953 he was made tv sales manager. In November 1956, he was appointed general manager of all three and concurrently handled all national and local sales.

During all this, new Carinos were arriving regularly and their sire started building a house for them.

"I had never laid a brick before, but I laid 13,000 to build that house," he says. The house was started in May 1952, the Carinos moved into it in October and it was completed in May 1953. His salary at the stations wasn't matching the Carino appetites, so he reactivated his dance band and for a while made more money from the band than he did in broadcasting.



Larry Carino
Salesman and bricklayer

KTNT-TV had its problems. Its CBS affiliation was lost to the new KIRO-TV and Mr. Carino had to rebuild the station to operate as an independent. (It now shares CBS affiliation with KIRO-TV.)

Moving Time ▪ These efforts were not going unnoticed and in 1958 WWL-TV, a year old, offered him the job of general sales manager upon the recommendation of Eugene Katz of The Katz Agency. Mr. Carino took the New Orleans job in September 1958. Seven months later he became acting general manager and in January 1960 the "acting" was dropped from his title.

Mr. Carino is in the thick of New Orleans civic activities. Under his management, WWL-TV has started a television little theatre which produces four programs a year. The tv little theatre idea won WWL-TV an award from Ampex as the "video tape idea" station of the year in 1960.

Mr. Carino plans to increase WWL-TV's public service programming in early evening times when more of the public is watching and when local schools and colleges are better able to cooperate.

One weekly program presents the president of nearby Jefferson Parish in a fight against underworld connections with the parish government. Some visible results: the district attorney has charged the sheriff with malfeasance in office and the voters have turned out members of the old machine. WWL-TV also has, in recent months, carried programs on school integration problems, air pollution, traffic safety and higher education.

Saturday isn't Saturday unless Mr. Carino is on a golf course and last fall he and a friend won the Metairie Country Club's Calcutta tournament after being sold for the next to lowest bid ($450). The man who bought the team won $6,200.

Mr. Carino lives in the Pontchartrain lakefront district ($300 a foot) and comes home to his wife and Donald 12, Carolyn 10, Dick 9, Art 8, Susan 7, Janine 4 and Marcia 4 months.

The Carinos, perforce, gave up their favorite sport, skiing, when they left Tacoma, but have learned to make do with swimming. Mr. Carino otherwise putters around the house repairing, painting or adding new rooms, since he is, as he says, "a do-it-myself man."

EDITORIALS

Shooting from the hip

THE notion of a more abundant life for the broadcaster under the New Frontier is being dispelled with each passing day. It is happening by degrees in the face of the recent declaration of President Kennedy that the administration will do nothing "to impair the freedom of the mass communications media."

What impairs freedom is debatable. Our position is that any intrusion by government into the area of programming (other than acts that contravene the criminal code) constitutes censorship. An FCC minority agrees. But others, including the New Frontier's chairman, Newton N. Minow, content that program quality is a proper concern of government and that the censorship argument is a smokescreen.

The New Frontier concepts seem to have been embraced by NAB President Collins. In his maiden speech to the NAB board of directors last month in Palm Springs and in his second address last week before the Radio and Television Executives Society in New York he strongly espoused more high quality programming and a concentrated effort to eliminate "excessive violence" on the air.

The paradox of an FCC chairman and an NAB president who see eye to eye on programming defies all precedent. Each may alter his views after more exposure to the vagaries of competitive enterprise. Neither can be faulted for desiring improvement in programming. Every broadcaster wants to improve his product and his prestige and, at the same time, earn a reasonable return.

It would be the millennium for all networks to program high quality and long-hair fare on a non-competitive basis in prime time for six hours a week, as Gov. Collins proposes (Mr. Minow wants even more). But it also would be foolhardy to the point of economic ruin to do this without sponsorship and without affiliate clearances.

There has been too much shooting from the hip on all sides. The FCC, under proposed rulemaking on license renewals, wants stations to survey local needs. But the opinion polls and rating services which produce such information are berated.

Gov. Collins is exercising the kind of leadership he feels he was hired to perform. He is dedicated and sincere. Within live-and-let-live limitations, we hope he succeeds.

But Gov. Collins must resist as vigorously as he can government invasion of programming. That is his major assignment.

Guest star lunacy

WHEN all the headlines have been stripped away from the Paar-Sullivan unpleasantness over talent prices, the problem that emerges is much more basic and important—and infinitely harder to solve—than that of a pair of peevish stars mouthing snide remarks about each other.

The issues in this distastefully conducted affair are only a minor part—a fringe part, in fact—of a bigger problem that has gone unnoticed. The point that has escaped the headlines is the unreality of the system that has evolved in the payment of guest stars throughout television.

Where else but in television is a man's price determined not by his ability to perform but by his momentary employer's ability to pay—not by what he can do or how much he does it, but by the place where he does it? A man building a house installs equipment he can afford; if it is to be a medium-priced house he does not look for gold plumbing at cast-iron prices, and a plushy designer does not lay it out for him at do-it-yourself wages simply because it is to be a relatively low-budget house.

The Paar-Sullivan affair does not fit neatly into this analogy because their houses are in different neighborhoods. They reach different audiences—vastly different in size and, we suspect, considerably different in basic makeup. Some difference in pay levels is, to us, understandable.

But what about shows that are more or less equal in terms of time periods and basic audience appeal? Why is the same star worth—to take some illustrative but not necessarily precise figures—$7,000 on the Sullivan show, $2,000 on the *Garry Moore Show*, and $25,000 on the *Perry Como Show?*

That is the sort of difference which makes no sense, and if a star's appearance on, say, the Sullivan show is apt to land him an engagement at the Copacabana or the Fontainebleau, then the fact that he is paid extra for this opportunity only compounds the lunacy of the system.

The ready answer is that this is show business where the usual rules of business logic do not apply. But until television emerged, no business had a bigger reputation for unbusinesslike pay practices than the movies; and yet even in the lushest motion-picture days it was the star's value (actual or assumed), rather than the budget of the picture he was asked to work in, that determined what his pay would be.

As between Mr. Paar and Mr. Sullivan—or Messrs. Como, Moore and the rest—nobody is seriously questioning their right to pay performers as much as they wish or as little as they can get away with. They have this right, of course, but maybe the absence of any questions also gives a clue to what's wrong with the system. Maybe somebody ought to be asking questions, and maybe this somebody ought to be broadcast management.

Broadcast management's interest is clear. It is responsible for good production, but it makes its money on the sale of time. It breaks even—or worse yet, loses—on talent and production costs. Dollars misspent in paying performers pronouncedly different fees for basically identical performances are dollars that hurt television in two ways: they promote the belief that television is a vastly expensive medium beyond the means of many advertisers, and they also are dollars that otherwise might be better used in the purchase of more broadcast time.

Feuding performers can be made to shut up, at least on the air (and we happen to think Messrs. Paar and Sullivan should have been silenced early in their abusive little game). But the question of dissimilar pay for similar services involves more than talent jockeying and wounded egos. It is a complicated problem for which there is no easy solution, but that still doesn't mean that it makes any sense, or that efforts should not be made to tidy it up.

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Literally thousands of these fabulous new spots have been bought since their introduction. And no wonder! KPRC-TV Spots are incredibly effective, beautifully true. And, you'll be amazed at their brightness, even after weeks of play. Discover the difference this new announcement can make in your sales game. Buy the new KPRC-TV SPOT! Sold at Edward Petry & Company pro shops and unconditionally guaranteed!

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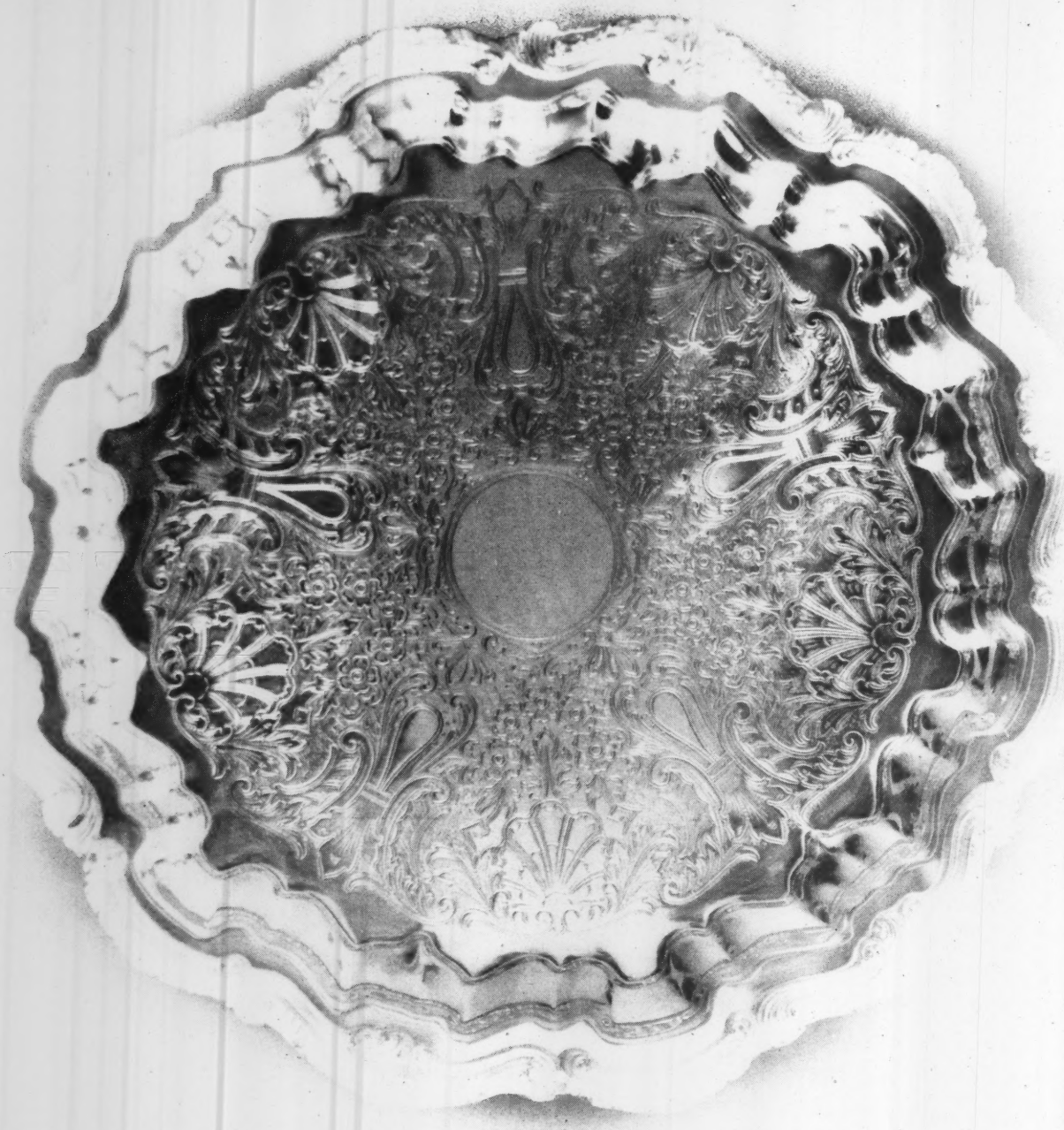

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Now ABC Radio West offers every national advertiser – every Western regional advertiser the kind of programming that westerners listen to and enjoy. Western favorites such as Frank Hemmingway and Cliff Engle. Along with News, Weather & Sports, presented in the West by the West, for the West.

So have one, one great new Western Network – one more great new advantage for you with ABC Radio

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